Discover your SCENTS of STYLE.
Explore a collection of scents to suit every mood, occasion and season.
The same way you choose a special dress to feel sexy or your favorite jeans to feel comfortable, you can accessorize your mood with your choice of fragrance.
FRAGRANCE 101
DID YOU KNOW?

There are only about 1,000 perfumers in the world. With years of intense and rigorous training, the art of perfumery is truly a type of craftsmanship.
The proportions of a fragrance’s ingredients can vary to create a completely original blend. These common fragrance terms can help you understand the different kinds of fragrance.

**PERFUME:** The longest-lasting and strongest form of fragrance containing the highest concentration of fragrance oil.

**EAU DE PARFUM (EDP):** Still a substantial version, but with a lower concentration of fragrance oil than perfume.

**EAU DE TOILETTE (EDT):** Lighter, more casual fragrances containing lower concentrations of fragrance oils than eau de parfum.

**SCENTED PRODUCTS:** These lotions, shower gels and other products provide hints of fragrance.

---

**PERFUMERS DISTINGUISH BETWEEN** the various parts of the fragrance by identifying top, middle and bottom notes of specific scents.

- **Top notes** are the first impression of a scent. They are the initial impact of the scent on the sense of smell.

- **Middle notes**, the “heart” of a fragrance, unfold and develop after the fragrance is applied to the skin.

- **Bottom notes** are the last to emerge and leave each wearer with a unique “dry down” or final stage.
DID YOU KNOW?

You can become accustomed to your own signature fragrance and can only smell it when it’s first applied or when you pay special attention to it. So remember: a couple of spritzes are all you need, even when you can’t detect the scent!
HELPFUL TIPS

Follow these simple guidelines and become a fragrance pro in no time!

**DO**

1. **APPLY PERFUME TO PULSE POINTS.**
   The skin is warmer on the pulse points—neck, wrist, bend of arm and back of knee—which helps the fragrance to evolve and provide a better sensory experience.

2. **CONSIDER THE WEATHER.**
   If it is cold, your fragrance will need to be renewed every three hours or so. In warmer climates, the scent will last much longer.

3. **EXPERIMENT!**
   Fragrance is a form of self-expression: it can match your mood or set a whole new tone. Try a variety of scents for different occasions and moods.

4. **SAMPLE ON YOUR SKIN.**
   It takes time for fragrance to develop through each of the notes. And, because your body chemistry is unique to you, the same perfume may smell slightly different (or completely different) than it does on your friend.

**DON’T**

1. **RUB YOUR WRISTS TOGETHER!**
   This breaks down the formula and “crushes” the scent, which means it can’t blossom properly through each of its unique phases. Allow the scent to air dry naturally.

2. **STORE YOUR FRAGRANCE IN THE BATHROOM.**
   Fragrance can age or change chemistry if not protected from sun, heat and humidity. Be sure to store bottles out of direct sunlight, and avoid putting your scents in the bathroom due to high humidity.

3. **APPLY TOO MANY SCENTED PRODUCTS.**
   You’ll have too many scents mingling and conflicting. Try to use an unscented body lotion, or use a moisturizing product from the same fragrance line.

4. **SPRITZ AFTER YOU DRESS.**
   Some fragrances can stain certain fabrics, metals and pearls, so spritz your favorite scent before you dress. Plus, it’s best for your fragrance to react to your skin and body chemistry to fully blossom.

**EXTEND**

1. **APPLY BODY LOTION BEFORE YOUR FRAGRANCE.**
   Fragrance will last longer on skin that is well moisturized. Applying a fragrance-free body lotion after you shower will help your scent last much longer.

2. **LAYER PRODUCTS FROM THE SAME LINE.**
   Instead of a fragrance-free lotion, try using shower gels and lotions that are part of the same fragrance line to help the scent maintain its fullness and extend throughout the day.

3. **CHOOSE A PERFUME TYPE THAT WILL LAST LONGER.**
   Citrus-based fragrances usually disappear faster while musks and woody-based fragrances tend to last longer. Select a fragrance that is well-constructed with a complex combination of these notes.

4. **REAPPLY THROUGHOUT THE DAY.**
   As a general rule, fragrances will last four-to-eight hours, depending on quality and concentration of essential oils.
Choose the PERFECT GIFT.
THE GIFT OF FRAGRANCE

Choosing fragrance as a gift for a friend or loved one can seem like a daunting task. Scent is a very personal matter, but the gift of fragrance also can be a kind, thoughtful and luxurious gesture.

Here are some basic guidelines to help you select the perfect fragrance gift:

1. EVERYONE DESERVES A DIVERSE FRAGRANCE WARDROBE.
   Fragrance is often considered a luxury item that many of your loved ones may not consider buying for themselves. You can treat them to a pampering gift and help them build a fragrance wardrobe for every occasion.

2. PERSONALITY AND LIFESTYLE CAN BE GOOD CUES.
   Consider your loved one’s personality and lifestyle when selecting a new fragrance gift. Mary Kay makes it easy for you to find the perfect match with the fragrance personalities featured in this guide.

3. SIGNATURE NOTES COME IN MANY COMBINATIONS.
   To select a scent you know your loved one will adore, sneak a peek at what they already wear. Because the key notes of a fragrance can have a wide range of combinations, you can find a similar but unique scent for their scent style. Use the key notes in this guide to help find your match.

4. FRAGRANCE MAKES A THOUGHTFUL OR ROMANTIC GIFT.
   Whether you’re buying for your best friend’s wedding, your mother’s birthday or your own anniversary, your loved one is sure to know how much thought you dedicated to making the right fragrance choice. And for “just because” gifts, fragrance is a special way to show how much you care – for no particular occasion at all!

DID YOU KNOW?
Most fine fragrances undergo well over 50 adjustments and alterations before they are introduced to the public.
MEET OUR PERFUMERS.

MFay Kay has the opportunity to work with fragrance houses and skilled perfumers from around the world. Here we spotlight just a few of our artisans:

{Belara Midnight®}

**Vincent Kuczinski (MANE)** entered the fragrance industry at the age of 20. Since his early years, Kuczinski has looked to nature, music, science and food for creative inspiration.

“The inspiration for Belara Midnight® evolved from the mysterious beauty and richness of the jasmine flower, a tantalizing sensuality brought to life through the woody and musky impressions of the original Belara® fragrance.”

{Thinking of You®}

**Steve DeMercado (Fragrance Resources)** is an accomplished master perfumer who brings concepts to life through the art of creative perfumery.

“My goal for Thinking of You® was to create a surprising and uplifting fragrance that was easy to wear and easy to give as a thoughtful gift. I was inspired by those optimistic women who live life joyfully every day.”

{MK High Intensity™ Sport}

**Clement Gavarry (IFF)** was born in Paris and grew up in a family that has a strong olfactive background. Not only was his grandfather a gardener who surrounded himself with floral scents, but his father also worked as a perfumer.

“MK High Intensity™ Sport was designed to infuse adrenaline and vigor into the ‘sport’ category. I exploded the woody category with an extreme freshness in order to extend the fragrance into a new age of masculinity.”
IN THIS GUIDE

On each fragrance page, you will find the following details to help you build your fragrance wardrobe.

<table>
<thead>
<tr>
<th>Fragrance Name</th>
<th>Aromatic Family</th>
<th>Key Top Notes</th>
<th>Key Middle Notes</th>
<th>Key Bottom Notes</th>
<th>Product Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking of You® Eau de Parfum</td>
<td>Fruity Floriental</td>
<td>Mandarin, White Peach, Plum</td>
<td>Jasmine, Pink Honeysuckle, Lily of the Valley</td>
<td>Warm Tonka, Vanilla Absolute, Sugared Patchouli, Soft Musk</td>
<td>1 fl. oz.</td>
<td>$32</td>
</tr>
</tbody>
</table>
Belara Midnight®
Let the Moment Unfold®.

Belara Midnight® Eau de Parfum
Aromatic Family: Creamy Oriental
Top Notes: Baie Rose JE,# Wild Berries
Middle Notes: Purple Peony, Egyptian Jasmine, Warm Vanilla
Bottom Notes: Sweet Amber, Creamy Sandalwood, Velvet Musk
1.7 fl. oz. | $38

Price is suggested retail.
#JE = Jungle Essence is a proprietary technology of the perfumer used to extract pure essences.
Where will life take you next®

Cityscape® Eau de Parfum
Aromatic Family: Ambery Floriental

Top Notes: Bergamot, Pink Pepper, Red Currant, Apricot, Violet Leaves
Middle Notes: Phantomia Orchid ScentTREK®, Orange Flower Absolute, Peony, Florentine Orris
Bottom Notes: Sandalwood, Damson Plum, Sustainable Vanilla Beans from Madagascar ORPUR®, Angelica, Amber

1.7 fl. oz. | $50

Price is suggested retail. *Orpur® and ScentTREK® are scent creation innovations by Givaudan®, a global fragrance company. Orpur®, ScentTREK® and Givaudan® are registered trademarks of Givaudan SA.
Belara® Eau de Parfum
Aromatic Family: Creamy Floral
Top Notes: San Joaquin Fig, Opal Lotus Flower
Middle Notes: Snowdrop Flower, Golden Acacia Blossoms
Bottom Notes: Milky Sandalwood, Cotton Musk

1.7 fl. oz. | $38
Forever Diamonds™

Forever Diamonds™ Eau de Parfum
Aromatic Family: Floral Fruity
Top Notes: Sparkling Golden Peach, Jasmine Petals, Diamond Orchid
Middle Notes: Tuberose Absolute, Heliotrope, Apricot
Bottom Notes: Creamy Vanilla Bean, White Amber
2 fl. oz. | $40

All prices are suggested retail.
Bella Belara® Eau de Parfum
Aromatic Family: Floral Fruity
Top Notes: Nectarine, Apricot
Middle Notes: Rose Petals, Jasmine
Bottom Notes: Blonde Woods, Cool Moss
1.7 fl. oz. | $38
Thinking of You®

**Thinking of You® Eau de Parfum**

Aromatic Family: Fruity Floriental

Top Notes: Mandarin, White Peach, Plum

Middle Notes: Jasmine, Pink Honeysuckle, Lily of the Valley

Bottom Notes: Warm Tonka, Vanilla Absolute, Sugared Patchouli, Soft Musk

1 fl. oz. | $32

All prices are suggested retail.
Thinking of Love® Eau de Parfum

Aromatic Family: Rose Floral

Top Notes: Sparkling Mandarin, Baie Rose, Spring Freesia

Middle Notes: Turkish Rose Petals, French Violet, Pink Honeysuckle

Bottom Notes: Vanilla Madagascar, Rich Iris, Velvety Musk, Creamy Indonesian Sandalwood

1 fl. oz. | $32
Journey®
Happiness Is in the Everyday™.

Journey® Eau de Parfum
Aromatic Family: Sheer Floral
Top Notes: Ice Mint, Water Lily
Middle Notes: Wild Freesia, East Hampton Peony
Bottom Notes: Apricot Musk, Beachwood
1.7 fl. oz. | $40

All prices are suggested retail.
Cityscape®
Where will life take you next®

Cityscape® Cologne Spray
Aromatic Family: Woody Aromatic
Top Notes: Italian Bergamot, French Lavender, Pepper
Middle Notes: Geranium Oil Egypt ORPUR®, Orange Flower, Whiskey Barrel Accord**
Bottom Notes: Cedarwood, Sandalwood, Patchouli Oil Indonesia ORPUR®, Vetiver, Amber, Mediterranean Rockrose
2 fl. oz. | $50

*Orpur® is a scent creation innovation by Givaudan®, a global fragrance company.  **An accord is a harmonious blend of fragrance essences.
Price is suggested retail. *Orpur® is a scent creation innovation by Givaudan®

An accord is a harmonious blend of fragrance essences.
MK High Intensity™

MK High Intensity™ Cologne Spray
Aromatic Family: Ambery Oriental
Top Notes: Icy Black Fennel, Silver Sage
Middle Notes: Black Tea, Violet Leaf
Bottom Notes: Royal King Wood, Amber
2.5 fl. oz. | $40
Tribute® for Men Spray Cologne
Aromatic Family: Leathery Chypre
Top Notes: Italian Bergamot, Lemon
Middle Notes: Clary Sage, Lavender
Bottom Notes: Cedarwood, Patchouli
3.1 fl. oz. | $28

Tribute®

SOPHISTICATED & CONFIDENT
MK High Intensity™ Sport

Some Dream It. You Live It.

MK High Intensity™ Sport Cologne Spray
Aromatic Family: Woody, Fresh, Crisp
Top Notes: Gin Berry, Icy Bergamot, Liquid Oxygen Accord*
Middle Notes: Cool Cardamom, Crushed Mint Leaf, Violet Pepper
Bottom Notes: Wild Birch Bark, Amber

2.5 fl. oz. | $40

*An accord is a harmonious blend of fragrance essences.
True Original®

True Original® Cologne Spray
Aromatic Family: Fresh Citrus
Top Notes: Lemon, Fuji Apple
Middle Notes: Amber, Cedarwood
Bottom Note: Patchouli
2 fl. oz. | $36
Domain®

Domain® Cologne Spray
Aromatic Family: Fresh, Crisp
Top Notes: Crisp Macintosh, Desert Sage
Middle Notes: Juniper Berry, Ice Mint
Bottom Notes: Black Vanilla Bean, Musk
2.5 fl. oz. | $38

All prices are suggested retail.
PASSIONATE & SENSUAL

A creamy oriental fragrance with warm undertones.
*Belara Midnight*®
Eau de Parfum, $38

PASSIONATE & SENSUAL

A feel-good fruity floriental with a keepsake charm.
*Thinking of You*®
Eau de Parfum, $32

SOPHISTICATED & CONFIDENT

A masculine blend of wood accents and warmth.
*Cityscape*®
Cologne Spray, $50

SOPHISTICATED & CONFIDENT

An ambery oriental with intriguing notes of icy black fennel and silver sage.
*MK High Intensity™*
Cologne Spray, $40

ROMANTIC & THOUGHTFUL

A noteworthy rose floral scent with a keepsake charm.
*Thinking of Love*®
Eau de Parfum, $32

ROMANTIC & THOUGHTFUL

A sporty, masculine blend of citrus, patchouli, clary sage and cedar-wood.
*Tribute*® for Men
Spray Cologne, $28

ROMANTIC & THOUGHTFUL

An exuberant floral fruity scent.
*Bella Belara*®
Eau de Parfum, $38
SOPHISTICATED & CONFIDENT

An invigorating blend of luminous florals and creamy warm notes. **Belara®**
Eau de Parfum, $38

Inspired by the distinct beauty of the Phantomia Orchid, the ultimate signal of sophistication. **Cityscape®**
Eau de Parfum, $50

A sophisticated, floral-fruity fragrance that captures every woman’s inner radiance and joy. **Forever Diamonds™**
Eau de Parfum, $40

CASUAL & FUN

A fresh, breezy floral. **Journey®**
Eau de Parfum, $40

ADVENTUROUS & SPIRITED

An adventurous scent with notes of gin berry, crushed mint leaf and wild birch bark. **MK High Intensity™**
Sport Cologne Spray, $40

CASUAL & THOUGHTFUL

A contemporary blend of crisp macintosh, juniper berry and black vanilla bean. **Domain®**
Cologne Spray, $38

A fresh, clean blend of lemon, Fuji apple, amber, cedarwood and patchouli. **True Original®**
Cologne Spray, $36

All prices are suggested retail.
BUILD YOUR FRAGRANCE WARDROBE TODAY WITH YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT.
Experience a personalized fragrance consultation and try free samples before you buy to find your new favorites, signatures and special occasion scents.

What is your SCENT STYLE today?

SHOP YOUR WAY
Send your Independent Beauty Consultant an email with questions or orders.
You can buy online with your Independent Beauty Consultant anytime.
Give her a call or send a text when you need some beauty advice.
Get some in-person attention when it works for you. Or host a party with your friends at your place.

Ready to start shopping with your own Independent Beauty Consultant? Find yours now!

Connect with us in all your favorite places! marykay.com