

Go Mobile with Mary Kay Apps!

Our world has changed, and with those changes come more options for your business. So we're thrilled to introduce brand-new Mary Kay apps designed to help you reach your customers where they are. No matter what your comfort level with technology, you'll find all of these apps oh-so-easy to use – and their professional presentation positions you as a beauty pro!



Mobile Learning

Mary Kay® Mobile Learning App

[Apple® App StoreSM](#) [Google Play™](#)

You're always on the go, and you're always driven to learn as much as you can about your Mary Kay business. That's why we've created a FREE app that offers you access to inspirational and educational audio and video education on the go!



Ordering App

Mary Kay® Ordering App

You can download the app by going to www.mkapps.com from any mobile browser.

Independent Beauty Consultants can order wholesale products via their mobile devices, thanks to the FREE Mary Kay® Ordering App! To place orders, simply select the products you want to order, place them in your cart and check out.



myCustomers+

myCustomers+™

[Apple® App StoreSM](#) [Google Play™](#)

Put the future in your hands! By turning your smartphone into a portable business manager, you can be all in in your Mary Kay Business. Accomplish your goals in real time so reorders become future vacations, email blasts turn customer service into onstage recognition, and inventory* tracking helps make more time for meeting new faces. It simplifies everything when it comes to managing your customers, products and orders! This app is now FREE so get it today!



Digital Showcase

Mary Kay Digital Showcase

[Apple® App StoreSM](#) [Google Play™](#)

The Mary Kay® Digital Showcase is your one-stop app for Mary Kay® digital publications, including: **Applause+**, **Mary Kay® Looks Collection**, **Mary Kay Digital Flip Chart™**, **Love What You Do Team-Building Materials**, and **Digital Publications**



MirrorMe

Mary Kay® Mirror Me™

[Apple® App StoreSM](#) [Google Play™](#)

Mary Kay Mirror Me™ is the new virtual makeover app that uses augmented reality to try color products on the face in real time, allowing the user to move naturally and view makeup in a lifelike setting. Easily create makeup looks, finding your most fabulous face from the comfort of your couch or on the go by swiping through countless color combinations on your face, eyes and lips.



Skin Analyzer

NEW! Mary Kay® Skin Analyzer App

[Apple® App StoreSM](#) [Google Play™](#)

Here's an updated way to help you book and sell as you find new ways to reach out digitally. Starting April 16, 2020, your customers can download the Mary Kay® Skin Analyzer App (previously available as Mary Kay® SkinSight and for Independent Beauty Consultants only) and use it as part of their skin care consultation with you. This handy app acts like a digital skin care assistant and scans the skin to provide personalized Mary Kay® product recommendations.



Events — USA

The Mary Kay® Events – USA App

[Apple® App StoreSM](#) [Google Play™](#)

The Mary Kay® Events – USA App keeps you up to date on conference details, event information and changes or updates that may occur during an event. You can plan your entire experience, review an event schedule and browse local area resources to make your stay more enjoyable – all from the palm of your hand.



Great Start

Mary Kay® Great Start

[Apple® App StoreSM](#) [Google Play™](#)

Designed specifically for new Mary Kay Independent Beauty Consultants, the Great Start App helps maximize Great Start Promotion rewards, offering access to Great Start brochures, personalized tracking reports and Grand Opening invitations and checklists. The app helps simplify the experience of starting your Mary Kay business and delivers content to help start a successful journey!



eCatalog

Mary Kay® eCatalog

[Apple® App StoreSM](#) [Google Play™](#)

Talk about anytime, anywhere convenience! With the MK eCatalog, you and your customers can shop, watch product videos and share with friends and family on Facebook – directly from the app! Other features include the ability to view the table of contents, print, search and download for offline viewing. Choose from the library of eCatalogs including: **The Look**, **TimeWise®** and **TimeWise Repair® Skin Care**, **Botanical Effects™ Skin Care**, **Clear Proof® Acne Solutions**, **Men's eCatalog** and much more!

Apps turn your Mary Kay business into a mobile marketplace. You can use all of them to help increase your bookings and sales of skin care and color. Look for instruction on how to download your apps and tips for using your apps and videos available on Mary Kay Intouch. Click the Resources tab on the home page and choose Digital Zone.