


50th Annual ★
Academy of Country Music Awards

*Before & After
Portfolio*



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MARY KAY
BEAUTY  COUNTRY





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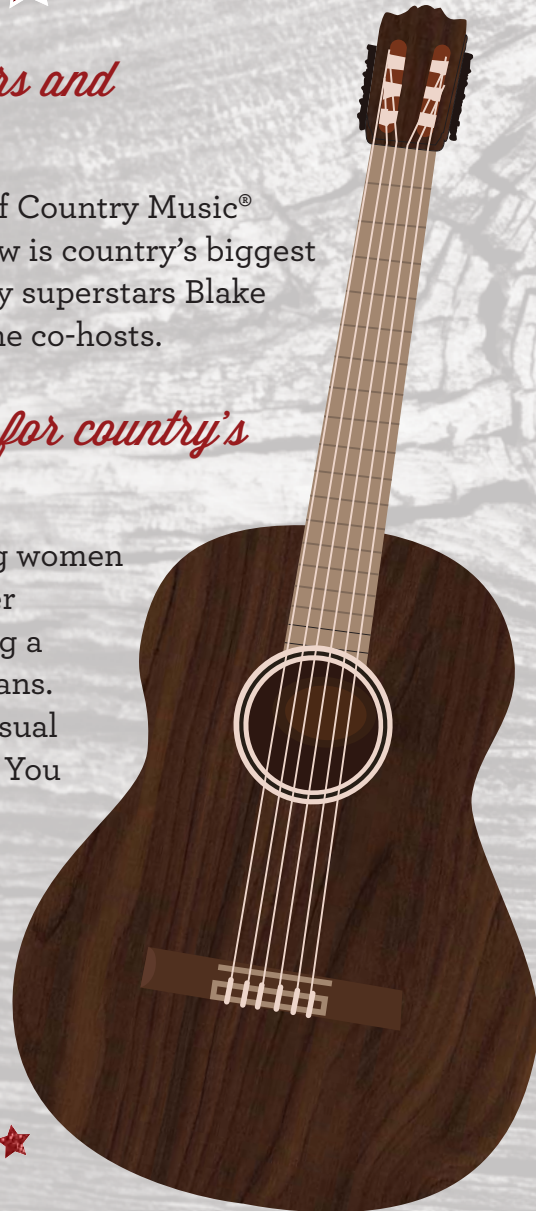
Mary Kay® is the Official Beauty Sponsor of the 50th Annual Academy of Country Music® Awards

We love acoustic guitars and country stars.

The 50th Annual Academy of Country Music® Awards (ACM Awards™) show is country's biggest party of the year with country superstars Blake Shelton and Luke Bryan as the co-hosts.

Mary Kay is looking for country's brightest beauties!

Mary Kay is all about helping women discover their inner and outer beauty, and now we're shining a spotlight on country music fans. From country girl glam to casual cuties, beauty loves country! You can enter the Beauty Loves Country Makeover Contest, Jan. 30 – March 2, for an opportunity to win these exciting prizes that give back and get you close to country's biggest stars!



*Country Countdown:
Mark Your Calendars!*

Jan. 30 – March 2	Submit entries
March 2–9	Online public voting
March 9–16	Final judging
April 19	ACM Awards in Arlington, TX

You Could Win:

Grand Prize Finalists

25 finalists will receive \$50 suggested retail in Mary Kay® product.

Grand Prize Winner

One consumer with the most number of votes for her before and after makeover, after public and private judging, will receive an exclusive fan experience for her and a guest to attend the ACM Awards™, April 17–19, 2015, in Arlington, Texas, with all the perks listed above.

Plus, a \$2,500 donation to her favorite charity* benefiting women and children to help make a difference in the lives of others.



Queen of Country

Rock the Red Carpet with a smoldering Look

1. Line top and bottom lashlines with *Jet Black gel eyeliner* and smudge. Apply *Sweet Plum mineral eye color* from the lashlines to the creases and along the lower lashlines. Apply *Moonstone mineral eye color* to the creases and blend using the *eye crease brush*. Apply *Coal mineral eye color* to the top and bottom lashlines and smudge.
2. Sweep on *lash primer* followed by two coats of *Ultimate Mascara™ in Black* on top and bottom lashes.
3. Add a soft wash of *Shy Blush mineral cheek color* along cheekbones.
4. For the final touch of red carpet glam, apply *Nouri Shine Plus® Lip Gloss in Café Au Lait*.

Celebrity Makeup Artist Tip

"To make lashes look more voluminous, wiggle the mascara wand at the base of the lashes for several seconds before sweeping up and out."

— Celebrity Makeup Artist
Moani Lee



All American Girl

Flirt with Rosy Radiance and Soft Pastels!



Celebrity Makeup Artist Tip

"To find the apples of your cheeks, smile and apply blush to the fullest parts of your cheeks, blending in a circular motion."

— Celebrity Makeup Artist
Moani Lee



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- 1.** Apply *Pale Blush cream eye color* all over the eyelids. Apply *Precious Pink mineral eye color* along upper and lower lashlines and blend. Line upper and lower lashlines with *Mary Kay® Eyeliner Deep Brown* and smudge.
- 2.** Brush on two coats of *Lash Love® Lengthening™ Mascara in I ♥ black*.
- 3.** For a cheeky glow, sweep *Strawberry Cream mineral cheek color* to the apples of the cheeks.
- 4.** Top lips with *NouriShine Plus® Lip Gloss in Fancy Nancy*.



Boho Beauty

Go Boho with a Sun-kissed Glow!



1. Apply *Apricot Twist cream eye color* all over the eyelids. Apply *Iced Cocoa cream eye color* along upper and lower lashlines. Line upper and lower lashlines with *Mary Kay® Deep Brown eyeliner* and smudge using the *eye smudger brush*.
2. Sweep on two coats of *Lash Love® Mascara in I♥black*.
3. Apply *Light-Medium bronzing powder* to the cheekbones, temples and jawline, applying what's left on the brush to the apples of the cheeks.
4. Finish the look with *True Dimensions® Lipstick in Berry a la Mode* and *Nouri Shine Plus® Lip Gloss in Silver Moon* for a crushed berry, bitten lip look.



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Celebrity Makeup Artist Tip

"Bronzer doesn't need to be dusted all over the face, but rather to specific areas. This creates gentle contouring while adding a sun-kissed glow in all the right places."

— Celebrity Makeup Artist
Moani Lee





4x6 Photo

4x6 Photo



Before

After

Name: _____

Favorite Mary Kay Products:

Skin Type:

- Combination
- Oily
- Dry

Appointment Date: _____

Date Submitted: _____

