



From Cadillac to Compact!

How the MK Compact was born!

As I was driving on the Tumpike, a director with Mary Kay Cosmetics in a Cadillac DTS passed me on the right, her big car's paint job hitting me like a punch in the eye from the Pink Panther!

As it zoomed on past, the car gradually changed color. Starting at the edges the pink faded and turned to a pearly white. After spending some time talking to a GM Exterior Color and trend Designer, I learned how

he helped design the paint used on that car. "We have a dedicated line that just runs the Mary Kay Pink cars for them". If you want to drive a color-shifting pink pearl Cadillac yourself, you'll have to start with Mary Kay and enrich others lives to earn that trophy on wheels.

The secret is extra layers of coatings embedded with tiny metal flecks of aluminum and those flecks can, themselves, be another color. Technology is soaring, allowing us to refract light creating colors in the same way that butterfly wings and bird feathers do.

So... *Mary Kay talked to GM about applying this special paint job on our new product development ideas.* Mary Kay was developing a new compact, and wanted it to be a one of a kind product, setting it's pace to be a first in the market. Together Mary Kay and GM came up with the color refracting for our new Mary Kay Compact, and after developing a system for production on the compact, **I was born!**

Here I AM.... Meet your new best friend, with a high sense of fashion, magnetic personality and personalized charm, the **New Mary Kay Compact** will help make you look & feel beautiful, clever and fabulous. Just like a best friend should! As women, we can be all business one moment and feel totally flirty the next. But what never changes is our need to get the right look at the right time. That's why the gorgeous new Mary Kay Compact allows us to modify in the blink of an eye.



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