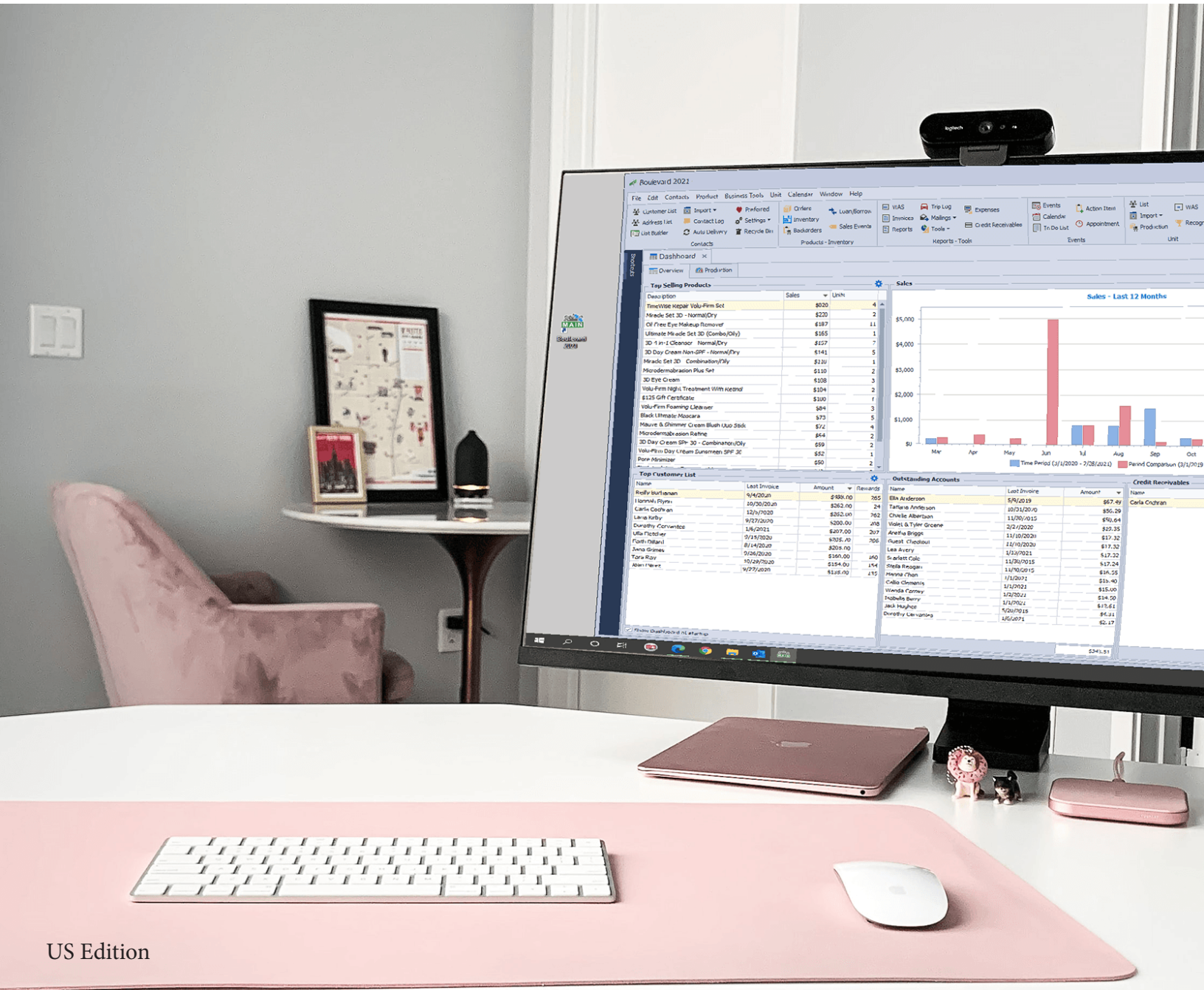


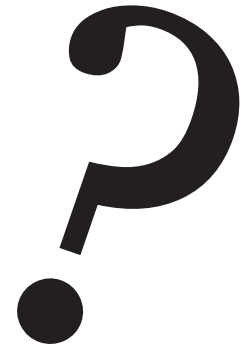
# Boulevard<sup>®</sup>

## PRODUCT COLLECTIONS

# Spring 2021



# WHAT'S A...



## COLLECTION

A special grouping of products which contain both constant (brushes, compact, etc.), and variable items which are selected at the time of the sale for the individual customer (eye colors, lip colors, fragrance, etc.).

## PRE-PACK

An item that is made up of a group of products that never change, for example, the seasonal color sets Mary Kay offers. You would define this set as a pre-pack since the individual items always remain the same. And new to Boulevard 2020, you can convert any Pre-pack to a Set from the Product List; simply **right-click** and choose **Change to set**.

## SET

A Set is similar to a pre-pack (an item that is made up of a group of products that never change), but you can choose to keep an on-hand amount (or even ideal level) for the set and split the set as needed.

The collections and pre-packs contained in this newsletter are either inspired by or can be found in the current Look brochure or online!



**Boulevard**<sup>®</sup>  
*software*

All of these can be found in the **Gifting Bundles & Looks** product category in your product list.

Spring 2021 Collections

<b>21SET01 Midnight Shimmer Look \$143.00</b>		
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
10107623	Gold Status Chromafusion Eye Shadow	\$8.00
10107635	Merlot Chromafusion Eye Shadow	\$8.00
10107620	Onyx Chromafusion Eye Shadow	\$8.00
10054563	Black Lash Love Lengthening Mascara	\$15.00
<b>Brow Definer</b>	<b>Choose a Precision Brow Liner from the Brow Definer group</b>	\$14.00
10129745	Latte Chromafusion Contour	\$14.00
10120413	Darling Pink Chromafusion Blush	\$14.00
10129762	Glazed Chromafusion Highlighter	\$14.00
10085799	Berry Lip Liner	\$12.00
10089646	Midnight Red Gel Semi-Matte Lipstick	\$18.00
10089645	Poppy Please Gel Semi-Matte Lipstick	\$18.00

<b>21SET05 Rosy Glow Look \$183.00</b>		
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
<b>Foundation</b>	<b>Choose a CC Cream from the Foundation group</b>	\$22.00
10092185	Undereye Corrector	\$16.00
<b>Concealers</b>	<b>Choose a Perfecting Concealer from the Concealers group</b>	\$16.00
10074680	Eye Primer	\$12.00
10107622	Rose Gold Chromafusion Eye Shadow	\$8.00
10017657	Black Ultimate Mascara	\$15.00
<b>Cheek Color</b>	<b>Choose a Blush from the Cheek Color group</b>	\$14.00
10110064	Naturally Nourishing Oil	\$48.00
10060182	Translucent Loose Powder	\$16.00
10153482	Pink Ballerina Unlimited Lip Gloss (P)	\$16.00

<b>21SET03 Glitter &amp; Glow Look \$150.00</b>		
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
10107627	Blossom Chromafusion Eye Shadow	\$8.00
10107630	Dusty Rose Chromafusion Eye Shadow	\$8.00
10107617	Granite Chromafusion Eye Shadow	\$8.00
10107601	Crystalline Chromafusion Eye Shadow	\$8.00
10090136	MK Black Eyeliner	\$12.00
10092105	Black Lash Intensity Mascara	\$18.00
10129745	Latte Chromafusion Contour	\$14.00
10120411	Hint of Pink Chromafusion Blush	\$14.00
10129762	Glazed Chromafusion Highlighter	\$14.00
10085797	Rose Lip Liner	\$12.00
10141480	Trademark Pink Gel Semi-Matte Lipstick	\$18.00
10153493	Sheer Illusion Unlimited Lip Gloss (S)	\$16.00

<b>21SET04 Crimson &amp; Gold Look \$207.00</b>		
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
<b>Foundation</b>	<b>Choose a Matte 3D Foundation from the Foundation group</b>	\$25.00
<b>Concealers</b>	<b>Choose a Perfecting Concealer from the Concealers group</b>	\$16.00
<b>Brow Definer</b>	<b>Choose a Precision Brow Liner from the Brow Definer group</b>	\$14.00
<b>Brow Definer</b>	<b>Choose a Volumizing Tint from the Brow Definer group</b>	\$14.00
10074680	Eye Primer	\$12.00
10060182	Translucent Loose Powder	\$16.00
10107609	Rustic Chromafusion Eye Shadow	\$8.00
10107623	Gold Status Chromafusion Eye Shadow	\$8.00
10141205	Black Waterproof Liquid Eyeliner Pen	\$16.00
10092105	Black Lash Intensity Mascara	\$18.00
10129745	Latte Chromafusion Contour	\$14.00
10120419	Golden Copper Chromafusion Blush	\$14.00
10129762	Glazed Chromafusion Highlighter	\$14.00
<b>Lip Color</b>	<b>Choose a Lipstick from the Lip Color group</b>	\$18.00

All of these can be found in the **Gifting Bundles & Looks** product category in your product list.

Spring 2021 Collections

<b>21SET02 Drama After Dark \$147.00</b>		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107602	Biscotti Chromafusion Eye Shadow	\$8.00
10107606	Hazelnut Chromafusion Eye Shadow	\$8.00
10107599	Moonstone Chromafusion Eye Shadow	\$8.00
10107612	Espresso Chromafusion Eye Shadow	\$8.00
10041481	Black Lash Love Mascara	\$15.00
Brow Definer	Choose a Precision Brow Liner from the Brow Definer group	\$14.00
Brow Definer	Choose a Volumizing Tint from the Brow Definer group	\$14.00
10129745	Latte Chromafusion Contour	\$14.00
10120414	Shy Blush Chromafusion Blush	\$14.00
10129762	Glazed Chromafusion Highlighter	\$14.00
10085799	Berry Lip Liner	\$12.00
10141478	Berry Famous Gel Semi-Matte Lipstick	\$18.00

<b>10122033 Mix &amp; Mask Set \$46.00</b>		
ITEMS INCLUDED		
PART #/GROUP	DESCRIPTION	PRICE
10094148	Clear Proof Deep Cleansing Charcoal Mask	\$24.00
10151329	Moisture Renewing Gel Mask	\$22.00

<b>10080376 Hello, Clean Body Care Set \$32.00</b>		
ITEMS INCLUDED		
PART #/GROUP	DESCRIPTION	PRICE
10136769	2-in-1 Body Wash & Shave	\$16.00
10073789	Hydrating Lotion	\$16.00

<b>1BIOMASK Single Lifting Bio-Cellulose Mask* \$17.50</b>		
--	--	--

\* Located in the **TimeWise Repair** product category

<b>21SET07 Beautiful Simplicity 5-Minute Look \$90.00</b>		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107599	Moonstone Chromafusion Eye Shadow	\$8.00
10107622	Rose Gold Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10092105	Black Lash Intensity Mascara	\$18.00
10085798	Coral Lip Liner	\$12.00
10094637	Sunset Peach Gel Semi-Shine Lipstick	\$18.00
10120416	Juicy Peach Chromafusion Blush	\$14.00

<b>21SET08 Feature-Focused 10-Minute Look \$91.00</b>		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107599	Moonstone Chromafusion Eye Shadow	\$8.00
10107622	Rose Gold Chromafusion Eye Shadow	\$8.00
10017657	Black Ultimate Mascara	\$15.00
10085797	Rose Lip Liner	\$12.00
10153484	Pink Fusion Unlimited Lip Gloss (C)	\$16.00
10089645	Poppy Please Gel Semi-Matte Lipstick	\$18.00
10120414	Shy Blush Chromafusion Blush	\$14.00

<b>21SET09 Maximum Impact 15-Minute Look \$86.00</b>		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107643	Emerald Noir Chromafusion Eye Shadow	\$8.00
10107620	Onyx Chromafusion Eye Shadow	\$8.00
10107601	Crystalline Chromafusion Eye Shadow	\$8.00
10090136	MK Black Eyeliner	\$12.00
10092105	Black Lash Intensity Mascara	\$18.00
10089644	Always Apricot Gel Semi-Matte Lipstick	\$18.00
10120412	Rosy Nude Chromafusion Blush	\$14.00

All of these can be found in the **Gifting Bundles & Looks** product category in your product list.

Spring 2021 Collections

10143709 Neutral Mattes Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107603	Sand Castle Chromafusion Eye Shadow	\$8.00
10107607	Cinnabar Chromafusion Eye Shadow	\$8.00
10107612	Espresso Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120417	Hot Coral Chromafusion Blush	\$14.00
10089647	Crushed Berry Gel Semi-Matte Lipstick	\$18.00

10143714 Warm Metals Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107623	Gold Status Chromafusion Eye Shadow	\$8.00
10107624	Shiny Penny Chromafusion Eye Shadow	\$8.00
10107625	Burnished Bronze Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120420	Wineberry Chromafusion Blush	\$14.00
10094638	Scarlet Red Gel Semi-Shine Lipstick	\$18.00

10143711 Cool Metals Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107614	Smoky Quartz Chromafusion Eye Shadow	\$8.00
10107618	Stormy Chromafusion Eye Shadow	\$8.00
10107601	Crystalline Chromafusion Eye Shadow	\$8.00
10090136	MK Black Eyeliner	\$12.00
10120414	Shy Blush Chromafusion Blush	\$14.00
10094614	Red Smolder Gel Semi-Shine Lipstick	\$18.00

10143715 Stormy Blue Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107618	Stormy Chromafusion Eye Shadow	\$8.00
10107640	Evening Navy Chromafusion Eye Shadow	\$8.00
10107620	Onyx Chromafusion Eye Shadow	\$8.00
10090136	MK Black Eyeliner	\$12.00
10120419	Golden Copper Chromafusion Blush	\$14.00
10094640	Apple Berry Gel Semi-Shine Lipstick	\$18.00

10143712 Purples & Plums Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107629	Sunlit Rose Chromafusion Eye Shadow	\$8.00
10107635	Merlot Chromafusion Eye Shadow	\$8.00
10107634	Sweet Plum Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120418	Desert Rose Chromafusion Blush	\$14.00
10094641	Berry Couture Gel Semi-Shine Lipstick	\$18.00

10143717 Berries & Gold Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107603	Sand Castle Chromafusion Eye Shadow	\$8.00
10107605	Candlelight Chromafusion Eye Shadow	\$8.00
10107635	Merlot Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120412	Rosy Nude Chromafusion Blush	\$14.00
10089647	Crushed Berry Gel Semi-Matte Lipstick	\$18.00

10143713 Pinks & Mauves Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107622	Rose Gold Chromafusion Eye Shadow	\$8.00
10107630	Dusty Rose Chromafusion Eye Shadow	\$8.00
10107627	Blossom Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120412	Rosy Nude Chromafusion Blush	\$14.00
10094610	Rosewood Gel Semi-Shine Lipstick	\$18.00

10143718 Golden Moss Look \$68.00		
ITEMS INCLUDED		
PART #/GROUP	Description	Price
10107602	Biscotti Chromafusion Eye Shadow	\$8.00
10107623	Gold Status Chromafusion Eye Shadow	\$8.00
10107642	Moss Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120416	Juicy Peach Chromafusion Blush	\$14.00
10094608	Naturally Buff Gel Semi-Shine Lipstick	\$18.00



All of these can be found in the **Gifting Bundles & Looks** product category in your product list.

Spring 2021 Collections

<b>10143720 Pinks &amp; Neutrals Look</b>		<b>\$68.00</b>
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
10107615	Cashmere Haze Chromafusion Eye Shadow	\$8.00
10107631	Golden Mauve Chromafusion Eye Shadow	\$8.00
10107627	Blossom Chromafusion Eye Shadow	\$8.00
10090136	MK Black Eyeliner	\$12.00
10120411	Hint of Pink Chromafusion Blush	\$14.00
10094610	Rosewood Gel Semi-Shine Lipstick	\$18.00

<b>10143708 Purples &amp; Neutrals Look</b>		<b>\$68.00</b>
<b>ITEMS INCLUDED</b>		
<b>PART #/GROUP</b>	<b>Description</b>	<b>Price</b>
10107605	Candlelight Chromafusion Eye Shadow	\$8.00
10107611	Hot Fudge Chromafusion Eye Shadow	\$8.00
10107633	Frozen Iris Chromafusion Eye Shadow	\$8.00
10090131	MK Deep Brown Eyeliner	\$12.00
10120413	Darling Pink Chromafusion Blush	\$14.00
10094640	Apple Berry Gel Semi-Shine Lipstick	\$18.00

All of these can be found in the **Gifting Bundles & Looks** product category in your product list.

Spring 2021 Collections

<b>21SET01</b>	<b>Midnight Shimmer Look</b>	<b>\$143.00</b>
<a href="#">Midnight Shimmer (marykay.com)</a>		
<b>21SET05</b>	<b>Rosy Glow Look</b>	<b>\$225.00</b>
<a href="#">Rosy Glow (marykay.com)</a>		
<b>21SET03</b>	<b>Glitter &amp; Glow Look</b>	<b>\$150.00</b>
<a href="#">Glitter &amp; Glow (marykay.com)</a>		
<b>21SET04</b>	<b>Crimson &amp; Gold Look</b>	<b>\$243.00</b>
<a href="#">Crimson &amp; Gold (marykay.com)</a>		
<b>21SET02</b>	<b>Drama After Dark</b>	<b>\$147.00</b>
<a href="#">Drama After Dark (marykay.com)</a>		
<b>21SET07</b>	<b>Beautiful Simplicity 5-Minute Look</b>	<b>\$90.00</b>
<a href="#">Looks Collection – Beautiful Simplicity (marykayintouch.com)</a>		
<b>21SET08</b>	<b>Feature-Focused 10-Minute Look</b>	<b>\$91.00</b>
<a href="#">Looks Collection – Feature-Focused (marykayintouch.com)</a>		
<b>21SET09</b>	<b>Maximum Impact 15-Minute Look</b>	<b>\$86.00</b>
<a href="#">Looks Collection – Maximum Impact (marykayintouch.com)</a>		
<b>10143709</b>	<b>Neutral Mattes Look</b>	<b>\$68.00</b>
<a href="#">Neutral Mattes (marykayintouch.com)</a>		
<b>10143711</b>	<b>Cool Metals Look</b>	<b>\$68.00</b>
<a href="#">Cool Metals (marykayintouch.com)</a>		
<b>10143712</b>	<b>Purples &amp; Plums Look</b>	<b>\$68.00</b>
<a href="#">Purples &amp; Plums (marykayintouch.com)</a>		
<b>10143713</b>	<b>Pinks &amp; Mauves Look</b>	<b>\$68.00</b>
<a href="#">Pinks &amp; Mauves (marykayintouch.com)</a>		
<b>10143714</b>	<b>Warm Metals Look</b>	<b>\$68.00</b>
<a href="#">Warm Metals (marykayintouch.com)</a>		
<b>10143715</b>	<b>Stormy Blue Look</b>	<b>\$68.00</b>
<a href="#">Stormy Blue (marykayintouch.com)</a>		
<b>10143717</b>	<b>Berries &amp; Gold Look</b>	<b>\$68.00</b>
<a href="#">Berries &amp; Gold (marykayintouch.com)</a>		
<b>10143718</b>	<b>Golden Moss Look</b>	<b>\$68.00</b>
<a href="#">Golden Moss (marykayintouch.com)</a>		
<b>10143720</b>	<b>Pinks &amp; Neutrals</b>	<b>\$68.00</b>
<a href="#">Pinks &amp; Neutrals (marykayintouch.com)</a>		
<b>10143708</b>	<b>Purples &amp; Neutrals</b>	<b>\$68.00</b>
<a href="#">Purples &amp; Neutrals (marykayintouch.com)</a>		
<b>10122033</b>	<b>Mix &amp; Mask Set</b>	<b>\$46.00</b>
<a href="#">Mix &amp; Mask   Mary Kay</a>		
<b>10080376</b>	<b>Hello, Clean Body Care Set</b>	<b>\$32.00</b>
<a href="#">Hello, Clean   Mary Kay</a>		