THE LOOK | SPRING 2025

AARY KA

GET HIGH-POWERED PROTECTION WITH NEW MARY KAY® SUNSCREEN BROAD SPECTRUM SPF 50.*

*Over-the-counter drug product

Slow ALL OUT

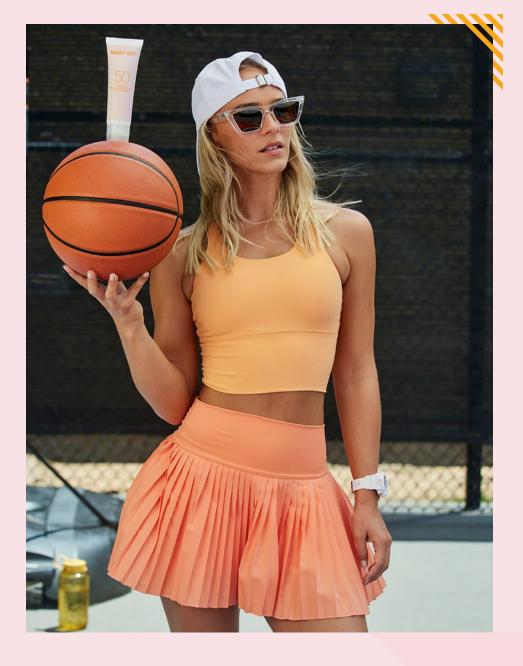
Get your glow on this spring, and live each sun-kissed day to its absolute fullest! Every second beams with enchanting possibilities, and you're here for it, ready to take on this season of renewal. Now is the time to embrace the joy of the present by basking in the glow of every gorgeous experience and reveling in moments made of pure gold.

YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT

behind Your buy

EACH PURCHASE DIRECTLY SUPPORTS YOUR INDEPENDENT BEAUTY CONSULTANT





HIGH-POWERED PROTECTION FOR EVERYTHING UNDER the sun

Whenever life takes you outside, choose NEW *Mary Kay*® Sunscreen Broad

Spectrum SPF 50*

for skin protection from head to toe.

NEW! *Mary Kay** Sunscreen Broad Spectrum SPF 50,*\$30



MARY KAY

SUNSCREEN BROAD SPECTRUM SPF 50 FACE AND BODY CONTACT YOUR INDEPENDENT BEAUTY CONSULTANT TO START LIVING YOUR BEST OUTDOOR LIFE.

FOR LIFE LIVED OUTSIDE

For a day at the pool, a casual picnic or your next morning run, the benefits of this formula make it a sunscreen you'll love to wear!

- Sweat and swim with water resistance for 80 minutes.
- Weightless, film-free feel.
- No white cast with a nonsticky finish.

Water bottle not included

SUN CARE FOR EVERY OCCASION

FOR THE GREAT OUTDOORS

Use water-resistant *Mary Kay*^{*} Sunscreen Broad Spectrum SPF 50^{*} for weightless, high-performing protection during a long day of fun in the sun.

NEW! Mary Kay^{*} Sunscreen Broad Spectrum SPF 50,^{*} \$30



FOR COOL RELIEF

Treat your skin to the cool, refreshing moisture of specialedition[†] *Mary Kay*[®] After-Sun Replenishing Gel following a day of sun-filled activity.

beautifully rebranded! Special-Edition[†] *Mary Kay** After-Sun Replenishing Gel, \$20 SUNSCREEN ROAD SPECTRUM SPF 50 FACE AND BODY

MARY KAY

BEPLENISHING GEL AFTER-SUN

ΜΑRY ΚΑΥ

FOR MINERAL DEFENSE

Defend your skin with a 100% Mineral Facial Sunscreen powered by zinc oxide. This lightweight, gentle lotion wears well under makeup or on bare skin.

Mary Kay* Mineral Facial Sunscreen Broad Spectrum SPF 30,* \$28





Elevate your style, and add a touch of brightness to your day with a conversationsparking tote bag essential!

This **special-edition**¹¹ **Mary Kay-branded beach towel** is available while supplies last for just **\$5** with each purchase of the following sun care bundles:

NEW! Special-Edition[†] Protect and Refresh Bundle, \$50

One *Mary Kay*^{*} Sunscreen Broad Spectrum SPF 50^{*} and one specialedition[†] *Mary Kay*^{*} After-Sun Replenishing Gel OR

NEW! Special-Edition^{*} Pure Protection Bundle, \$60

Two tubes of *Mary Kay** Sunscreen Broad Spectrum SPF 50*

Your longest lashes yet are within reach with **NEW** *Mary Kay*[®] *Great Heights*[™] **Mascara.** Maximize your visible lash length with this long-wearing formula and easy-to-use brush.

BEFORE



AFTER ONE COAT



"Based on an independent third-party clinical study in which 27 women applied three coats of mascara "Based on an independent third-party consumer study in which 152 women used *Mary Kay^{*} Great Heights*[™] Mascara as directed for seven days "Based on an independent third-party clinical study in which 27 women wore the mascara for 12 hours "Based on an independent third-party clinical study in which 27 women applied one coat of mascara



LONGER-LOOKING LASHES WITH THREE COATS*

AARYKE

LASHES YOU'LL LOVE

Try it for yourself, and discover why two out of three women would recommend it to a friend.**



Precision brush separates and lengthens.



Up to 12 hours of wear without smudging or flaking.***



Lightweight formula conditions with panthenol.

NEW!

Mary Kay° Great Heights™ Mascara, \$18

WHITE COLOR

If you liked *Lash Love*® Lengthening Mascara, you'll love *Mary Kay*® *Great Heights*™ Mascara!

Boost visible lash length

by 43% with one coat!*

Check out more *Mary Kay*[®] mascaras on Page 32.

Sara is wearing special-edition' *Mary Kay* Illuminating Bronzer in Medium Glow, special-edition' *Mary Kay*^{*} Highlighter in Golden Glow and limited-edition' *Mary Kay*^{*} Brow Kit in Blonde. See Pages 12 and 13.

GET YOUR GLOW ON!

Luminescent Pearl Finish

- Silky-Smooth Texture
- Light-Reflecting Powder

RADIATE SUN-KISSED VIBES.

Swipe these light-reflecting, marbleized powders where the sun kisses your skin for a gorgeous glow, no island required. Available in **Deep Glow** and **Medium Glow**.

NEW! Special-Edition[†] Mary Kay^{*} Illuminating Bronzer, \$22 each

Enhance, sculpt and highlight! Mary Kay® Cheek Brush, \$14

READY FOR RADIANCE?

Meet our special-edition⁺ Mary Kay[®] Illuminating Bronzer and special-edition⁺ Mary Kay[®] Highlighter. These glow-getters are designed to give you crave-worthy color.

LOVE AT FIRST HIGHLIGHT

Blend Golden Glow onto the high points of your face to light up every room you enter.

NEW! Special-Edition[†] Mary Kay[®] Highlighter, \$22

Golden Glow

Medium Glow

All prices are suggested retail. *Available while supplies last

Blonde

BEAUTY

Embrace and enhance brows of every shape with an all-in-one, four-step, go-everywhere Brow Kit that gives you customizable structure and fullness.

Start by choosing a kit in the shade range that suits your natural brow color and skin tone!

NEW! Limited-Edition[†] Mary Kay^{*} Brow Kit in Blonde, Dark Brunette and Brunette, \$28 each

Dark Brunette

Check out more Mary Kay® brow products on Page 32.

12

COLOR







DARK BRUNETTE



BRUNETTE

BLONDE

STEPS TO ERASE BROW REGRETS

Create an expressive, customizable brow look with this start-to-finish solution – whether it's soft and natural or bold and dramatic – for envy-inspiring arches every time.



1. SCULPT.

Use the Dual-Ended Angled Brush to apply the Brow Pomade in short, hairlike strokes.

2. DEFINE.

Use the opposite end of the Dual-Ended Angled Brush to apply Brow Powder to fill in sparse areas throughout the brow.

3. POP.

Use your fingertip to apply the Highlighter to the arch below the brow bone.

4. BLEND.

Blend and shape the brow using the Spoolie.

CONTACT YOUR INDEPENDENT BEAUTY CONSULTANT FOR THE ULTIMATE BROW EXPERIENCE. AMPLIFY & TREAT

CARE FOR YOUR SKIN WITH DERMOCOSMETICS.



ELEVATE YOUR ROUTINE.

Target your specific skin care needs with these high-performance dermocosmetic boosters designed to advance your routine and enhance your skin's natural radiance for next-level results.

VISIBLY REDUCE WRINKLES.

MARY KAY CLINICAL SOLUTIONS[®] C + RESVERATROL LINE-REDUCER, \$38

VISIBLE DARK SPOT REDUCTION

MARYKAY CLINICAL SOLUTIONS[®] FERULIC + NIACINAMIDE BRIGHTENER, \$38



ACCELERATE SKIN RENEWAL.

MARYKAY

CLINICAL SOLUTIONS[®] PHA + AHA RESURFACER, \$38

BOOST HYDRATION.

MARYKAY CLINICAL SOLUTIONS[®] HA + CERAMIDE HYDRATOR, \$38

Mary Kay is proud to share that the *Mary Kay Clinical Solutions*" Retinol 0.5 Set and boosters have earned the Good Housekeeping Seal.

AMPLIFY YOUR AGE-FIGHTING.

If you're ready for advanced skin care solutions that will enhance your routine, you'll love the *Mary Kay Clinical Solutions*[®] Retinol 0.5 Set! It's recommended for adults who are looking to prevent the signs of visible aging you can't see yet and reverse advanced visible signs of aging.

MARYKAY

CLINICAL SOLUTIONS® RETINOL 0.5 SET. \$120

(Includes Mary Kay Clinical Solutions° Retinol 0.5 and Calm + Restore Facial Milk)



Save \$8 when you buy the set!



76%

AS EFFECTIVE AS A WIDELY USED WRINKLE-RELAXING INJECTION TREATMENT^{+*}

Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™is an exclusive, no-needle alternative to relax the appearance of dynamic wrinkles – lines and creases caused by facial expressions – with no frozen face effects.[™]

MARY KAY CLINICAL SOLUTIONS® DYNAMIC WRINKLE LIMITER™, \$58

DAY 1 WEEK 8⁺ HAPPY BEFORE THRILLED AFTER





shows average results

HOW DOES IT WORK?

Our patent-pending Botanical Wrinkle-Limiting Technology helps minimize the impact of facial expressions that cause the appearance of dynamic wrinkles.







ROSEMARY EXTRACT

*Based on an independent clinical bioinstrumentation study of 33 women after using the product twice per day for eight weeks *Based on an independent clinical bioinstrumentation study of 10 women who received a by-appointment wrinkle-limiting treatment ONE BOTTLE, MULTIPLE WAYS TO **GOOT**

beautifully rebranded!

If you like to personalize your skin care routine, *Mary Kay** Nourishing Oil does the trick! Use it on more than your face – think elbows, cuticles, hands and even on the ends of your hair. It truly is healthy skin, your way.

NEW LOOK, SAME FORMULA! Mary Kay[®] Nourishing Oil, \$50

MARY KAY

1 OR 2 DROPS IS ALL IT TAKES TO UNLOCK THE MAGIC OF MARY KAY[®] NOURISHING OIL.

MARY KAY 16 SPECIAL SOLUTIONS & SKIN CARE



ELBOWS

CUTICLES







ENDS OF HAIR



MAINTAIN & NURTURE

HEALTHY SKIN IS always in.



No matter where you are on your skin care journey – even if you're not ready for age-defying products – you can have healthy skin your way with four fundamental products that are suitable for all skin types, including sensitive skin!

3)

MARY KAY° HYDRATING REGIMEN, \$80

MARY KAY[®] MATTIFYING REGIMEN, \$80

CLEANSE 🕸 🕽

 $(\mathbf{1})$

Mary Kay[®] Hydrating Cleanser, \$20

Mary Kay[®] Mattifying Cleanser, \$20

Gently prepare skin for the next steps in your routine.



EXFOLIATE & OR 2 OR 3X PER WEEK Mary Kay[®] Exfoliating

Scrub, \$20 Gently polish away ¹⁰²⁰ dead skin cells and

Mary Kay is proud to share that the Mary Kay*Skin Care line has earned the Good Housekeeping Seal.

TONE ☆》 *Mary Kay*® Balancing Toner, \$20

Help restore skin's balance without drying it out.

MOISTURIZE 🔅 D Mary Kay[®] Hydrating

Moisturizer, \$20

Mary Kay° Mattifying Moisturizer, \$20

Provide skin with necessary daily hydration.

MATTER WOLLEA

unclog pores.

PREVENT & IMPROVE

MAKE EVERY AGE YOUR FAVORITE AGE.



Prevent premature skin aging at every age with a scientifically proven TimeWise* Miracle Set*, \$116, that protects against environmental stressors with a supercharged antioxidant "Miracle Worker": the TimeWise 3D* Complex! Visibly brighten the eye area by adding *TimeWise*® Eye Cream to create the ultimate set.

ULTIMATE TIMEWISE® MIRACLE SET®, \$150

(1)☆♪

CLEANSE 🕸 🕽 TimeWise[®] 4-in-1 Cleanser, \$26

Cleanse, refresh. exfoliate, brighten and prepare skin for the benefits of your next skin care steps.

HYDRATE 🔅 🕽 TimeWise® Antioxidant Moisturizer, \$34

(2)☆(3)♪

Boost hydration for 12 hours,* help reduce the look of fine lines and improve skin firmness.

DEFEND 🔆 TimeWise[®] Daytime

(3)☆(2))∘

Defender Sunscreen Broad Spectrum SPF 30,⁺ \$34

Help delay visible signs of skin aging, reduce the look of fine lines and improve skin's overall appearance.

RECOVER)

TimeWise* Nighttime Recovery, \$34

Wake to skin that looks well-rested and feels renewed as expression lines appear softened and the look of wrinkles is reduced.

(4)☆测

BRIGHTEN EYES 🔅 🕽 TimeWise[®] Eye Cream, \$38

Help improve multiple signs of visible skin aging and fatigue in the not-tobe-forgotten eye area.



Mary Kay is proud to share that the TimeWise*



Miracle Set* has earned the Good Housekeeping Seal.

*Based on an independent third-party clinical study in which 30 women wore the product for 12 hours

RESTORE & RECOVER

RESET AND REPAIR FOR A **RENEWED YOU.**



Reach for lifted and restored skin with a scientifically advanced regimen that targets the advanced signs of aging, such as deep lines and wrinkles, skin firmness and elasticity, like never before.

TIMEWISE REPAIR® VOLU-FIRM® SET, \$215

(1).

CLEANSE 🔅 D TimeWise Repair® Volu-Firm® Foaming Cleanser, \$30

Gently sweep away complexion-dulling impurities while leaving skin feeling deeply cleansed, revitalized and hydrated.

Reclaim your triangle of youth, and leave skin feeling softer, smoother and more moisturized.**

).....

RESTORE 🔅 *TimeWise Repair** *Volu-Firm** Day Cream Sunscreen Broad Spectrum SPF 30,* \$54

Protect your skin against UVA/UVB damage while helping to support its natural collagen.^{***}

REACTIVATE D

*TimeWise Repair** *Volu-Firm** Night Treatment With Retinol, \$54

Fight the appearance of deep lines and wrinkles while you sleep.

4)

REAWAKEN ☆ *TimeWise Repair** *Volu-Firm** Eye Renewal Cream, \$44

Target visible deep lines, dark circles, sagging, bags and upper eyelid droop.



Mary Kay is proud to share that the *TimeWise Repair[®] Volu-Firm*[®] Set has earned the Good Housekeeping Seal.

"Based on panelists who agreed with statements in a six-week independent consumer study in which 195 women used the serum twice a day "Based on in vitro testing of key ingredients **CLEAR & CONTROL**

SEE BEYOND YOUR BREAKOUTS.



Find your inner glow with a regimen that clears up blemishes without irritation while unclogging pores, removing excess oil and fading the look of lingering acne spots.

CLEAR PROOF® ACNE SYSTEM, \$56

3....

CLEANSE ☆ *Clear Proof*^{*} Clarifying Cleansing Gel, \$20

1).

Gently removes dirt, oil and complexion-dulling impurities while helping to reduce and control shine.

CONTROL 🔅 D Clear Proof[®] Blemish Control Toner, \$18

.(2).

Tones without overdrying and helps exfoliate dead surface skin cells.

TARGET 🕸 🕽

Clear Proof® Acne Treatment Gel, \$14

Clears up blemishes and helps to visibly reduce the redness and size of pimples.

MOISTURIZE 🕸 🕽

.(4)

Clear Proof[°] Oil-Free Moisturizer for Acne-Prone Skin, \$22

Replenishes moisture to provide balanced hydration with no oily or greasy feel. SCIENCE BACKED FOR MEN

HELP HIM Celebrate his skin.



Show him his skin is worth it with three essential products that protect skin and prevent signs of premature aging.

MKMEN° REGIMEN, \$62

CLEANSE 谷⑦ *MKMen** Daily Facial Wash, \$18

(1)-

Tough on dirt and oil and gentle on skin. Won't leave skin feeling stripped.

(2).....

CONDITION 🔅 AS NEEDED *MKMen** Cooling After-Shave Gel, \$18

Helps calm razor burn, leaving skin feeling soft and moisturized. Contains ingredients that soothe, cool and refresh the skin.

HYDRATE 🌣

(3)

MKMen° Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$26

Protects skin from damaging UVA and UVB rays. Contains an antioxidant to help fight free radicals on the skin.

Golden Copper Honey Glow Fancy Nancy

renewed radiance

From shimmery shades to glossy textures to fabulous formulas that suit your every mood, a pop of color goes a long way when you need a refresh. Give yourself a colorful boost!

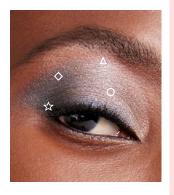




Granite + All-Over Eye Shadow Brush



▲ HIGHLIGHT Smoky Quartz + All-Over Eye Shadow Brush



GET THE LOOK:

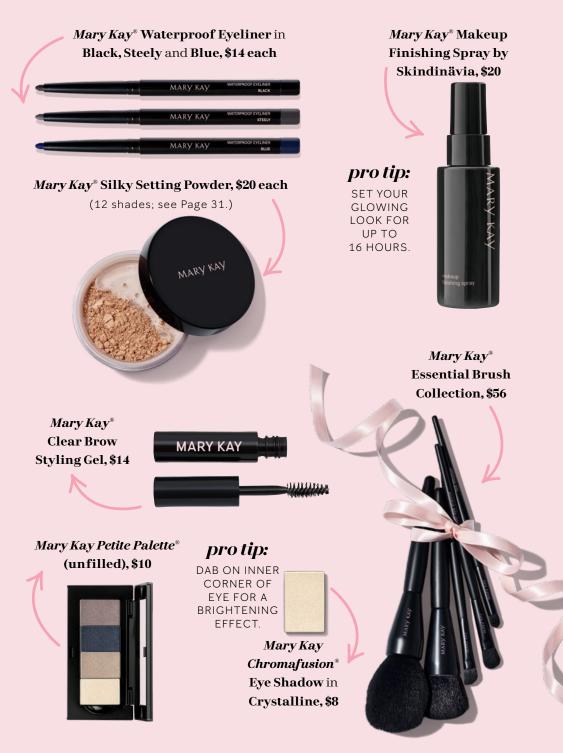
Mary Kay Chromafusion® Eye Shadow in Granite, Smoky Quartz and Starry Night, \$8 each Mary Kay® Waterproof Eyeliner in Black, \$14 Mary Kay® Ultimate Mascara™ in Black, \$16

Mary Kay Chromafusion[®] Contour in Cocoa, \$14 Mary Kay Chromafusion[®] Blush in Golden Copper, \$14

Mary Kay Chromafusion® Highlighter in Honey Glow, \$14

Mary Kay[®] Waterproof Lip Liner in Truffle Nude, \$14 Mary Kay Unlimited[®] Lip Gloss in Fancy Nancy, \$18





beauty WITH BENEFITS

Mary Kay has been all about skin care since the beginning, but skin care doesn't have to stop when you reach for your makeup brush. Discover how you can unleash your inner glow with a "no makeup" makeup look that's infused with skin-loving ingredients.

SKIN-LOVING MAKEUP IS HERE

GET THE LOOK:

Mary Kay Chromafusion® **Eve Shadow** in Gold Status (base) and Crystalline (highlight), \$8 each Mary Kay[®] Waterproof Eveliner in Brown, \$14

Lash Love Fanorama® Mascara in I v Black, \$16

Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15' in Very Light, \$22

NEW LOOK, **SAME FORMULA!** Mary Kay[®] Nourishing Oil,

\$50 Mary Kay Chromafusion® Blush in Shy Blush, \$14

Mary Kay[®] Supreme Hydrating Lipstick in Poetic Pink, \$20

*Over-the-counter drug product All prices are suggested retail.

FACE: CC Cream

instantly brightens, protects against future damage and gives you hours of hydration. Add 1 or 2 drops of Nourishing Oil,

featuring vitamin E and sweet almond oil. for an extra glow.

Pop Shy Blush onto the cheekbones.

Very Light Poetic Pink

EYES: Apply **Gold** Status from lashes to brow bones, adding Crystalline to the inner corners

LASHES: I V Black

mascara on your top and bottom lashes adds effortless impact.

LIPS: Apply Poetic Pink all over your lips.

supremely love your lips.

Mary Kay[®] Supreme Hydrating Lipstick is formulated with vitamin E to help condition lips.







Mauve

Crush





Cherry

Plum

Blush

See all the shades on Page 33.

best-sellers

Experience the beauty benefits of these Mary Kay[®] best-sellers.





TimeWise Repair[®] Volu-Firm[®] Set, \$215 2 Mary Kay[®] Extra Emollient Night Cream, \$18
Mary Kay[®] CC Cream Sunscreen Broad Spectrum SPF 15, \$22 4 Mary Kay[®] Mineral Facial Sunscreen Broad Spectrum SPF 30, \$28 5 Mary Kay[®] Waterproof Eyeliner in Black, \$14 6 Mary Kay[®] Oil-Free Eye Makeup Remover, \$20 7 Mary Kay[®] Foundation Primer Sunscreen Broad Spectrum SPF 15, \$20 8 TimeWise[®] Miracle Set[®], \$116 9 Mary Kay[®] Ultimate Mascara[™] in Black, \$16

MARY KAY. 26 BEST-SELLERS The best-seller logo/designation refers

with a mary kay business, *it just fits*?"

See how Mary Kay just fits Olivia's life, and watch other stories at marykay.com/itjustfits.

OLIVIA HIMMEL

Independent Senior Sales Director Soccer Coach. Health Advocate. Iced-Coffee Connoisseur

What Olivia loves about her Mary Kay business is, "having the freedom to balance things like your family, your health, your fitness, your values and even just your hobbies – and being able to devote time to all those things in your life."









SARAH KING Independent Sales Director

Adventure-Lover. Dog Mom. Self-Starter.

MIKAYA WARREN Independent Sales Director

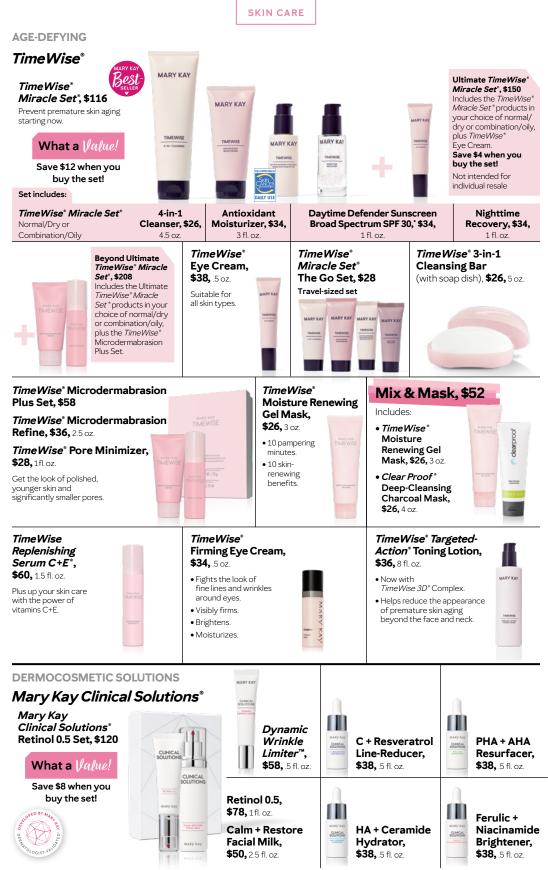
Former Fashion Model. Makeup Guru. Mom of Three.





Shape your success with Mary Kay. Your business. Your way. Your life. **#MyMKLife**





MARY KAY 28 S

SHOPPING GUIDE

All prices are suggested retail. "Over-the-counter drug product The best-seller logo/designation refers to top-selling products within the Mary Kay* product line.





and a giftable bag. Also sold separately: White Tea & Citrus Satin Hands* Nourishing Shea Cream, \$12, 3 oz.



Also sold separately:

Fragrance-Free

Nourishing Shea

Cream, \$12, 3 oz.

Satin Hands*

SHOPPING GUIDE

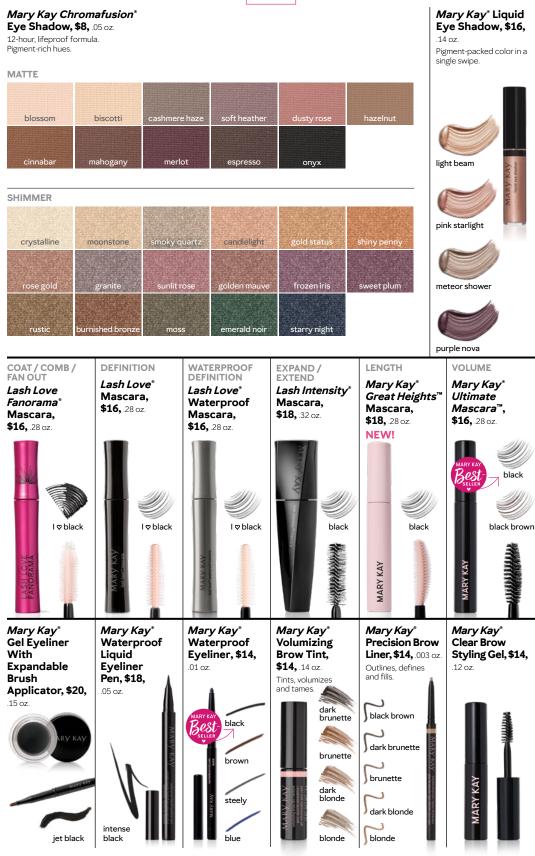
*Over-the-counter drug product **Results based on an independent expert evaluator assessing 28 panelists during a six-hour clinical study

MARY KAY. 30 SHOPPING



All prices are suggested retail.

The best-seller logo/designation refers to top-selling products within the Mary Kay' product line.

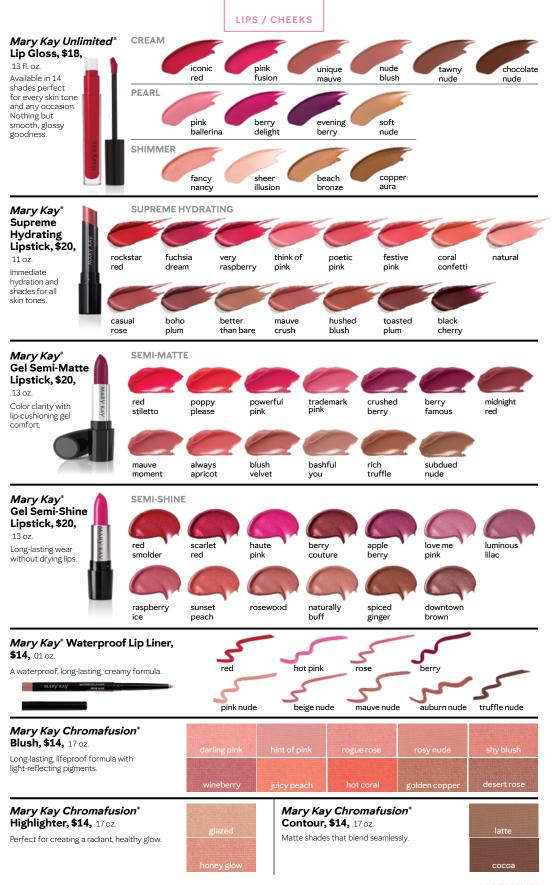


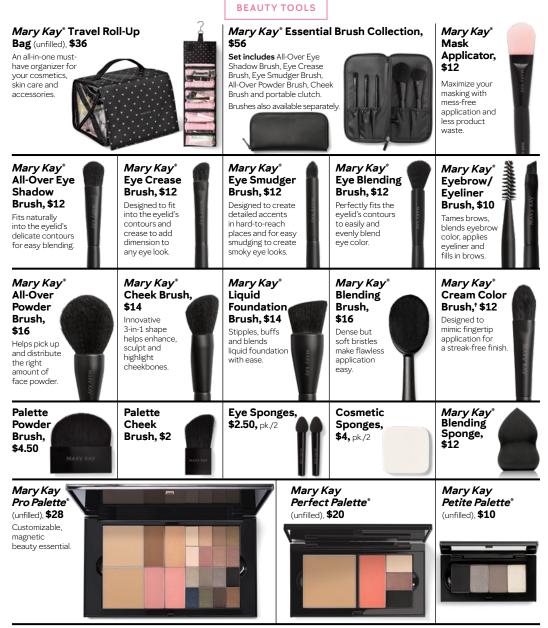
EYES

MARY KAY 32

SHOPPING GUIDE

The best-seller logo/designation refers to top-selling products within the Mary Kay* product line.





FRAGRANCES FOR WOMEN

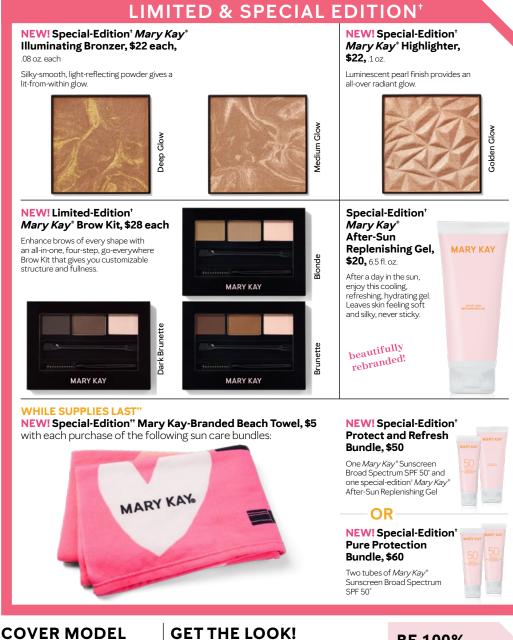


FRAGRANCES FOR MEN



Mary Kay Illuminea[™] Extrait de Parfum, \$80, 1.6 fl. oz. Belara^{*} Eau de Parfum, \$44, 1.7 fl. oz. Bella Belara^{*} Eau de Parfum, \$44, 1.7 fl. oz. Enchanted Wish^{*} Eau de Toilette, \$40, 2 fl. oz. Forever Diamonds^{*} Eau de Parfum, \$46, 2 fl. oz. Live Fearlessly^{*} Eau de Parfum, \$48, 1.7 fl. oz. Thinking of You^{*} Eau de Parfum, \$36, 1 fl. oz.

Cityscape[®] Cologne Spray, **\$56**, 2 fl. oz. *MK High Intensity*[®] Sport Cologne Spray, **\$46**, 2.5 fl. oz. *MK High Intensity*[®] Cologne Spray, **\$46**, 2.5 fl. oz. *MK High Intensity Ocean*[®] Cologne Spray, **\$46**, 2.5 fl. oz. *Domain*[®] Cologne Spray, **\$42**, 2.5 fl. oz. *True Original*[®] Cologne Spray, **\$42**, 2 fl. oz.





Adaora is wearing NEW Mary Kay Sunscreen Broad Spectrum SPF 50,* Mary Kay* Clear Brow Styling Gel and Satin Lips[®] Shea Butter Balm.

When you download the Mary Kay* Interactive Catalog App, you can link to color products you like and try them on virtually using the Mary Kay® Mirror Me App.



Download these apps from the App Store or Google Play on your mobile device

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

BE 100% CONFIDENT!

Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any *Mary Kay** product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

ALL PRICES ARE SUGGESTED RETAIL. ADD SALES TAX WHERE APPLICABLE. VALID FROM 2/16/25 THROUGH 5/15/25.

*Available while supplies last *Over-the-counter drug product "Available from participating Independent Beauty Consultants only and while supplies last

SUSTAINABILITY AT MARY KAY

Sustainability, in its broadest sense — encompassing environmental, social and economic aspects — has deep roots at Mary Kay. Here are just a few of the many ways Mary Kay is working toward a more sustainable future.





Powers Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities.



In monetary and product donations by Mary Kay and its four Company-sponsored foundations globally.**

YOUNG WOMEN IN STED 29 grants and \$195,000 awarded drep 2020 to young woman purguing

since 2020 to young women pursuing their dreams in STEM-related fields.



1.4 MILLION TREES PLANTED

in partnership with the Arbor Day Foundation.



Through *Pink Changing Lives*[®] to enrich women's lives around the world.[†]



"Source Euromonitor International Limited; Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data" "Since 1996 'Since 2008

