

# Boulevard®

Learn how to use the Document Builder to create documents and images to promote a new season, product launch, or your current specials!



*Product Spotlight!*



## **Oil-Free Eye Makeup Remover**

Give your eyes what they deserve: an Oil-Free Eye Makeup Remover that uses the latest in ingredient technology. Save your eyes from harsh tugging or pulling, and let the gentle, dual-phase formula

**Buildable color with a super high-shine & non-sticky finish!**

A portion of each purchase of the limited-edition Tinted Lip Oil will go to the Mary Kay Ash Foundation®. Give this lip (in shades of Blue) as a heartwarming gift to show you care, and help change lives around the globe.



Ready to channel your inner confidence?



My summertime go-to perfume! Contact me if you'd like help finding your new favorite fragrance.

## **NEW PRODUCTS LAUNCHED!**

Celebrate the dads in your life with a hardworking skin care routine that's quick and easy!



Contact me for specially crafted gift sets just in time for Father's Day on June 15

Summer has arrived!

Swipe on Limited-Edition **Tinted Lip Oil** for beauty that gives back!



Regular Retail Price: \$20  
\$1 from each sale will be donated to the Mary Kay Ash Foundation to support efforts for women-related cancer research and ending domestic violence.



**Main Street SOFTWARE**

Experience the easiest road to successful business management

**MAIN STREET QUARTERLY NEWS**  
CA EDITION

**CONSULTANT ORDER FORM**

Retail price changes, additions and discontinued items dated: **May 16, 2025 to Sep 15, 2025**

# CONTENT

**03 NEW & DISCONTINUED ITEMS & CHANGES**  
New retail items (*Limited /Special Edition and Regular Line*) released with the current order form and discontinued products moved to the Last Chance / Discontinued Items product category

**04 PRICE CHANGES**  
Items with price increases effective May 16

**05 PRODUCT CATEGORIES**  
Categories included for the current order form

**06 SPOTLIGHT FEATURE**  
Learn more about documents and images you can tailor to promote new product launches and more from the Document Builder

•  
• **Boulevard 2026 will launch on** •  
• **August 8, 2025!** •  
• [Contact us](#) by **June 1** if you have time and would •  
• like a sneak peek and beta test the new version. •  
• •

•  
• Check out the webinar replays covering •  
• [New User Essentials &](#) •  
• [Inventory Management](#) •  
• •

# NEW & DISCONTINUED ITEMS & CHANGES

ADDED TO PRODUCT CATEGORY:

## SUMMER 2025

MKMen PRODUCT LINE

- MKMen Regimen\*
- MKMen Daily Facial Wash
- MKMen Moisturizing Shave Cream
- MKMen Ultimate Moisturizer

EAU DE PARFUM PRODUCT LINE

- Confidently You Eau de Parfum

LIMITED/SPECIAL EDITION PRODUCT LINE

- Lavender & Coconut Scented Shower Gel
- Lavender & Coconut Scented Body Lotion

BEAUTY THAT COUNTS PRODUCT LINE

- Berry Tinted Lip Oil
- Blush Tinted Lip Oil

ADDED TO PRODUCT CATEGORY:

## THE ESSENTIALS

LIMITED/SPECIAL EDITION PRODUCT LINE

- Beauty Basics (Very Light)\*
- Beauty Basics (Light-to-Medium)\*
- Beauty Basics (Medium-to-Deep)\*
- Beauty Basics (Deep)\*
- Beauty Basics (Very Deep)\*

MOVED TO PRODUCT CATEGORY:

## CUSTOMIZED SKIN CARE

MARY KAY PRODUCT LINE

- Nourishing Oil

MOVED TO PRODUCT CATEGORY:

## BLUSHES, CONTOURS, & HIGHLIGHTERS

LIMITED/SPECIAL EDITION PRODUCT LINE

- Golden Glow Highlighter

MOVED TO PRODUCT CATEGORY:

## EYELINERS, MASCARAS & BROWS

MARY KAY PRODUCT LINE

- Great Heights Mascara

LIMITED/SPECIAL EDITION PRODUCT LINE

- Blonde Brow Kit
- Brunette Brow Kit
- Dark Brunette Brow Kit

MOVED TO PRODUCT CATEGORY:

## BODY & SUN CARE

SUN CARE PRODUCT LINE

- After-Sun Replenishing Gel
- Sunscreen Broad Spectrum SPF 50

MOVED TO PRODUCT CATEGORY:

## LAST CHANCE / DISCONTINUED ITEMS

- 3-in-1 Cleansing Bar (with soap dish)
- All Creme-to-Powder Foundations
- Best in Brightness Bundle
- MKMen Advanced Facial Hydrator SPF30
- MKMen Cooling After-Shave Gel
- MKMen Daily Facial Wash
- Palette & Brush Collection Duo
- Protect and Refresh Bundle
- Pure Protection Bundle
- White Tea & Citrus Whipped Shea Creme

\* Can be split into the individual part numbers. See [Split Sets into Individual Items](#) for more information.

# PRICE CHANGES

Part #	Description	Old Price	New Price
<b>TimeWise</b>			
10198866	Microdermabrasion Plus Set	\$62.00	\$64.00
<b>TimeWise Repair</b>			
10107547	Lifting Bio-Cellulose Mask	\$75.00	\$77.00
10088897	Revealing Radiance Facial Peel	\$70.00	\$72.00
<b>Clinical Solutions</b>			
10177899	C + Resveratrol Line-Reducer	\$42.00	\$43.00
10177906	HA + Ceramide Hydrator	\$42.00	\$43.00
10177902	Ferulic + Niacinamide Brightener	\$42.00	\$43.00
10177904	PHA + AHA Resurfacer	\$42.00	\$43.00
<b>Customized Skin Care</b>			
10190660	Indulge Soothing Eye Gel	\$22.00	\$24.00
10203701	Hydrogel Eye Patches, pk./30	\$45.00	\$50.00
10138754	Satin Lips Shea Butter Balm	\$16.00	\$17.00
10186363	Satin Lips Shea Sugar Scrub	\$16.00	\$17.00
<b>Body &amp; Sun Care</b>			
10136769	2-In-1 Body Wash & Shave	\$21.00	\$22.00
10073789	Hydrating Lotion	\$21.00	\$22.00
10088632	White Tea & Citrus Nourishing Shea Cream	\$14.00	\$16.50
10156069	Fragrance-Free Nourishing Shea Cream	\$14.00	\$16.50
10091502	White Tea & Citrus Indulgent Shea Wash	\$26.00	\$27.00
10091493	White Tea & Citrus Silkening Shea Lotion	\$26.00	\$27.00
10091504	White Tea Citrus Revitalizing Shea Scrub	\$26.00	\$27.00
<b>All Matte &amp; Luminous 3D Foundations</b>		\$29.00	\$31.50
<b>CC Creams &amp; Concealers</b>			
10152557	Makeup Finishing Spray by Skindinävia	\$23.00	\$24.00
<b>Eyeliners, Mascaras &amp; Brows</b>			
10085704	Jet Black Gel Eyeliner with Brush	\$22.00	\$26.50
<b>Brushes, Applicators, &amp; Palettes</b>			
10143940	Travel Roll-Up Bag (unfilled)	\$41.00	\$46.00
10107305	Essential Brush Collection	\$65.00	\$70.00
10122320	All-Over Powder Brush	\$20.00	\$22.00
10122321	Cheek Brush	\$17.00	\$19.50
<b>Fragrance For Her</b>			
10141779	Illuminea Extrait de Parfum	\$85.00	\$88.00

# PRODUCT CATEGORIES

Your Boulevard Product List contains the following categories for the current order form:

**SUMMER 2025**  
**THE ESSENTIALS**  
**TIMEWISE**  
**MIRACLE SETS**  
**TIMEWISE REPAIR**  
**MARY KAY SKIN CARE**  
**CLINICAL SOLUTIONS**  
**CLEAR PROOF**  
**CUSTOMIZED SKIN CARE**  
**DAILY BENEFITS**  
**MATTE 3D FOUNDATIONS**  
**LUMINOUS 3D FOUNDATIONS**  
**CC CREAMS & CONCEALERS**  
**SILKY SETTING POWDERS**  
**SHEER MINERAL PRESSED & LOOSE POWDERS**  
**BLUSHES, CONTOURS, & HIGHLIGHTERS**  
**EYE COLOURS**  
**EYELINERS, MASCARAS, & BROWS**  
**LIP LINERS**  
**UNLIMITED LIP GLOSSES**  
**GEL SEMI-MATTE LIPSTICKS**  
**GEL SEMI-SHINE LIPSTICKS**  
**SUPREME HYDRATING LIPSTICKS**  
**BRUSHES, APPLICATORS, & PALETTES**  
**BODY & SUN CARE**  
**PRODUCTS FOR MEN**  
**FRAGRANCE FOR HER**  
**LAST CHANCE / DISCONTINUED ITEMS**  
**SEASONAL LOOKS & MISC.**  
**PRODUCT SAMPLES**  
**MARY KAY ASH CHARITABLE FOUNDATION**  
**SUPPLIES, PACKAGING, & LITERATURE**  
**DISCONTINUED SUPPLIES**  
**CUSTOMER PREMIUMS**  
**[ARCHIVED PRODUCT](#)**

## Promote New Products & Monthly/Seasonal Sales using the Document Builder

Promote new products or seasonal sales by importing various documents and images, then tailoring them with your own text, images, and QR codes. Some of them can even be used as-is if you do not want to customize them.

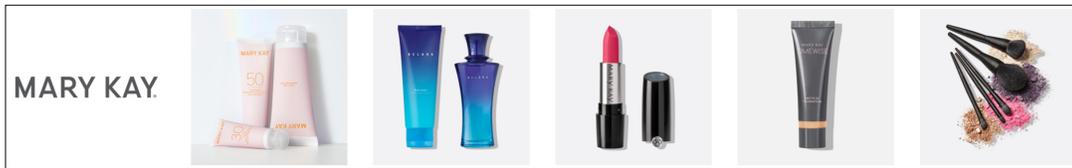
The [Document Builder](#) gives you the ability to save in two different PDF formats; one allows you to edit the PDF outside of Boulevard if you choose to, and the other option is a flattened PDF, which can be sent to your customers.

You can also save documents as an image file (.png or .jpg), which can then be used when sending emails, text messages or added to the image placeholders on your invoice in Boulevard (Top Banner, Footers, or Photo).

Access from the [main toolbar](#) by selecting the  **Documents** button.

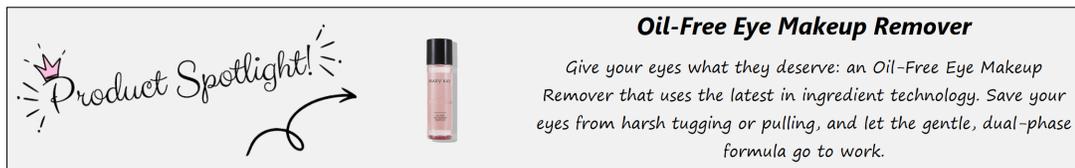
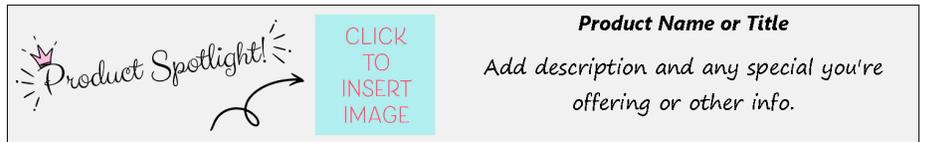
Type: **Invoice Images**  
Category: **Banner (Seasonal/Misc)**  
Document Name: **Skincare & Bags/Gifts**

Customized



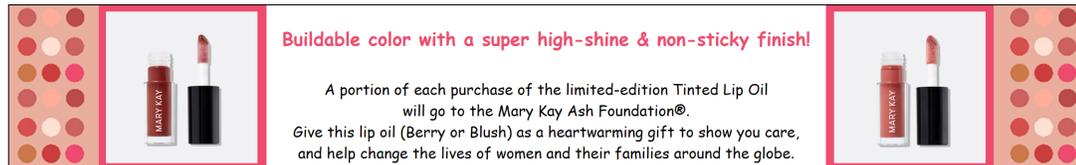
Type: **Invoice Images**  
Category: **Banner (Seasonal/Misc)**  
Document Name: **Product Spotlight (Style 2)**

Customized



Type: **Invoice Images**  
Category: **Banner (Seasonal/Misc)**  
Document Name: **New Products Launched (Style 1)**

Customized



## Tip!

Left-click on an image placeholder to add your own images or ones you've previously downloaded from the company website. Alternatively, you can right-click on the image placeholders and choose Import to add graphics from the Image Gallery.

The product images shown in the customized examples are for demonstration purposes only and are not included in Boulevard. To use, you will need to obtain it from the company website or other source.

## Promote New Products & Monthly/Seasonal Sales using the Document Builder (cont.)

The following documents can be used as a social media post, sent as a text message, in an email, or even printed.

Type: **Images (Misc)**

Category: **Miscellaneous**

Document Name: **Product Spotlight (Style 1)**

Customized

*Product Spotlight!*

Include product name and description here.

CLICK TO INSERT IMAGE

Add pricing information, your contact or other info, or leave blank.

**NEW PRODUCTS LAUNCHED!**

Celebrate the dads in your life with a hardworking skin care routine that's quick and easy!



Contact me for specially crafted gift sets just in time for Father's Day on June 15

Type: **Images (Misc)**

Category: **Miscellaneous**

Document Name: **Product Spotlight (Style 4)**

Add your text here or leave blank.

CLICK TO INSERT IMAGE

Add your text here or leave blank.

Type: **Images (Misc)**

Category: **Miscellaneous**

Document Name: **Exclusive Special / Flash Sale (Style 1)**

Customized

*Exclusive Special!*

Valid from [Enter dates] and while supplies last!

Special Price

**\$XX**

Product Name / Group / Line

CLICK TO INSERT IMAGE

Regular Retail Price: \$XX

Add call to action or other information, or leave blank.

*Summer* has arrived!

Swipe on Limited-Edition

**Tinted Lip Oil**

for beauty that gives back!

**PINK CHANGING LIVES**  
MARY KAY



Lip Oil for good

Regular Retail Price: \$20

\$1 from each sale will be donated to the Mary Kay Ash Foundation to support efforts for women-related cancer research and ending domestic violence.

Customized

Ready to channel your inner confidence?



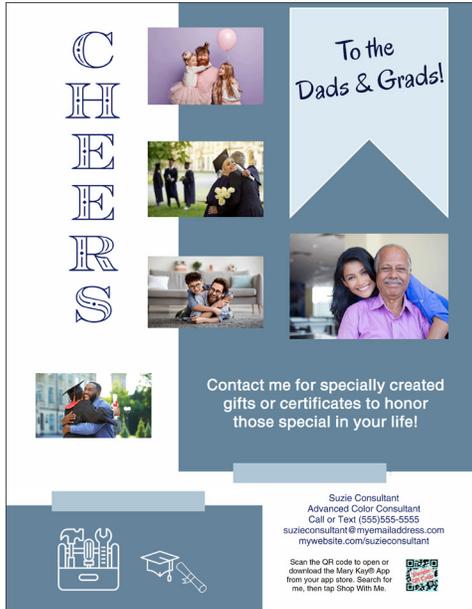
**MARY KAY**  
CONFIDENTLY YOU

My summertime go-to perfume!  
Contact me if you'd like help finding your new favorite fragrance.

The product images shown in the customized examples are for demonstration purposes only and are not included in Boulevard. To use, you will need to obtain it from the company website or other source.

## Promote New Products & Monthly/Seasonal Sales using the Document Builder *(cont.)*

Create a flier using the Document Builder and either print it, save as an image or PDF, which can then be sent to your customers electronically (email, text, etc.). [Watch the webinar replay](#), and for [detailed steps, view the support article](#) from the support center website (from the Help menu in Boulevard, select Help).



Type: **Fliers**  
Category: **Miscellaneous**  
Document Name: **Dads & Grads**

Customized 



The product images shown in the customized examples are for demonstration purposes only and are not included in Boulevard. To use, you will need to obtain it from the company website or other source.

UPCOMING CLOSURES:

Monday, May 26, 2025

Friday, July 4, 2025



Main Street Software, Inc.  
35 E Horizon Ridge Pkwy Ste 110-471  
Henderson, NV 89002  
(702)487-7008

[www.mainstsoftware.com](http://www.mainstsoftware.com)

