

Boulevard[®]

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



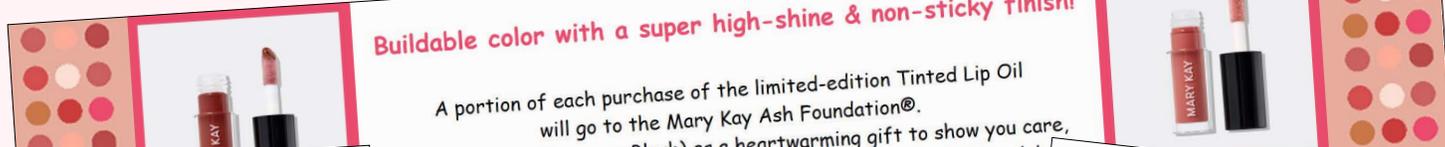
Product Spotlight!



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 work its magic.

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 (to your Blue) as a heartwarming gift to show you care, around the globe.

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.

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!

PINK CHANGING LIVES
MARY KAY



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
US EDITION

CONSULTANT ORDER FORM

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

NEW 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

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

* 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
Customized Skin Care			
10190660	Indulge Soothing Eye Gel	\$18.00	\$20.00
10203701	Hydrogel Eye Patches, pk./30	\$40.00	\$44.00
10098324	White Tea & Citrus Satin Lips Set	\$22.00	\$26.00
10138754	Satin Lips Shea Butter Balm	\$12.00	\$14.00
10186363	Satin Lips Shea Sugar Scrub	\$12.00	\$14.00
Body & Sun Care			
10088632	White Tea & Citrus Nourishing Shea Cream	\$12.00	\$14.00
10156069	Fragrance-Free Nourishing Shea Cream	\$12.00	\$14.00
All Matte & Luminous 3D Foundations		\$25.00	\$26.00
Eyeliners, Mascaras & Brows			
10085704	Jet Black Gel Eyeliner with Brush	\$20.00	\$22.00
Brushes, Applicators, & Palettes			
10143940	Travel Roll-Up Bag (unfilled)	\$36.00	\$40.00
10107305	Essential Brush Collection	\$56.00	\$60.00
10122320	All-Over Powder Brush	\$16.00	\$18.00
10122321	Cheek Brush	\$14.00	\$16.00
Supplies, Packaging, & Literature			
10251630	The Look (Summer 2025)	\$4.50	\$5.00
10251631	La Imagen (Verano 2025)	\$4.50	\$5.00

PRODUCT CATEGORIES

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

SUMMER 2025
TIMEWISE
MIRACLE SETS
TIMEWISE REPAIR
MARY KAY SKIN CARE
CLINICAL SOLUTIONS
CLEAR PROOF
MKMEN
CUSTOMIZED SKIN CARE
FLAWLESS FACE
MATTE 3D FOUNDATIONS
LUMINOUS 3D FOUNDATIONS
SILKY SETTING POWDERS
SHEER MINERAL PRESSED & LOOSE POWDERS
BLUSHES, CONTOURS & HIGHLIGHTERS
EYE COLORS
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
WOMEN'S FRAGRANCES
MEN'S COLOGNE
LAST CHANCE / DISCONTINUED ITEMS
SEASONAL LOOKS & MISC.
PRODUCT SAMPLES
SUPPLIES, PACKAGING, & LITERATURE
DISCONTINUED SUPPLIES
CUSTOMER PREMIUMS
[ARCHIVED PRODUCT](#)

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
- Deep Glow Illuminating Bronzer
- Medium Glow Illuminating Bronzer
- MKMen Advanced Facial Hydrator SPF 30
- MKMen Cooling After-Shave Gel
- MKMen Daily Facial Wash
- MKMen Skin Care Regimen Bundle
- Protect and Refresh Bundle
- Pure Protection Bundle

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.

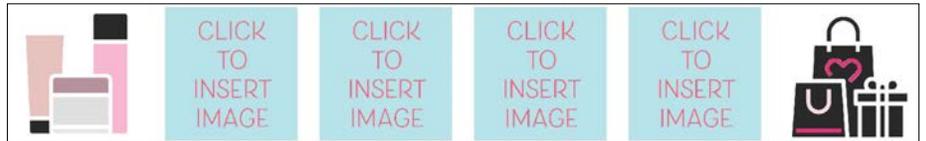
The [Document Builder](#) gives you the ability to save in two different PDF formats; one allows you to edit the PDF outside of Boulevard if you choose to, and the other option is a flattened PDF, which can be sent to your customers.

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.

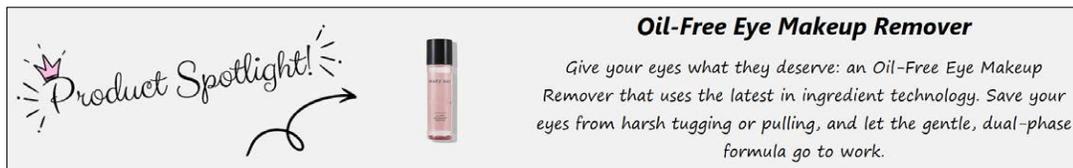
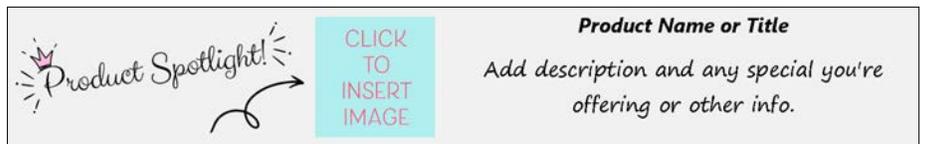
Type: **Invoice Images**
Category: **Banner (Seasonal/Misc)**
Document Name: **Skincare & Bags/Gifts**

Customized



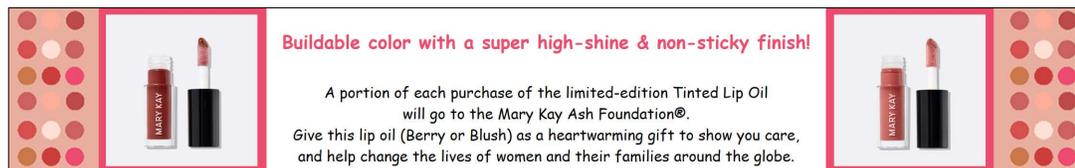
Type: **Invoice Images**
Category: **Banner (Seasonal/Misc)**
Document Name: **Product Spotlight (Style 2)**

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.)

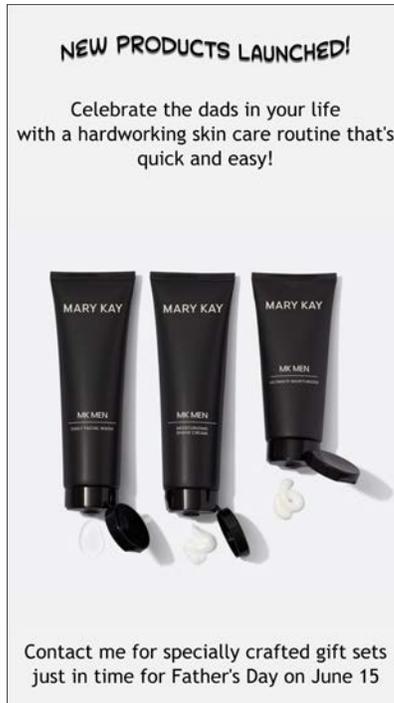
The following documents can be used as a social media post, sent as a text message, in an email, or even printed.

Type: **Images (Misc)**

Category: **Miscellaneous**

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

Customized



Type: **Images (Misc)**

Category: **Miscellaneous**

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



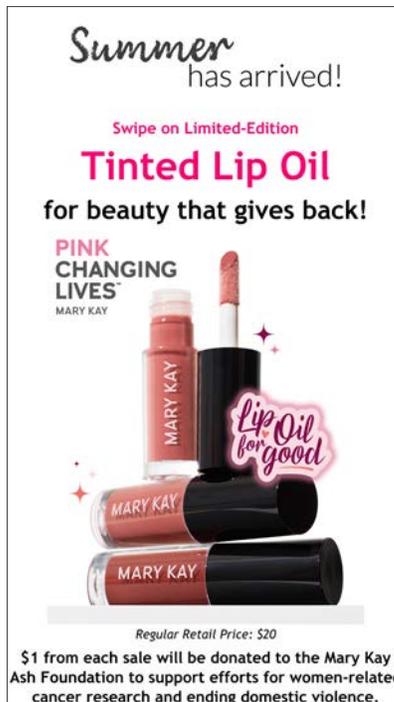
Customized

Type: **Images (Misc)**

Category: **Miscellaneous**

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

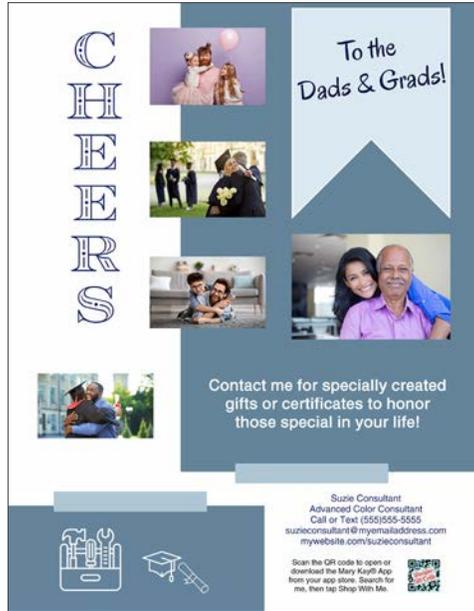
Customized



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.

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



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www.mainstsoftware.com



Access this and previous [Product Update newsletters](#) from inside your Boulevard program by going to the **Window** menu, select **Shortcuts**, then click on **Product Newsletters**. If you'd like to print or download a pdf copy, hover at the bottom of your web browser and click  (Download PDF).

June 2025 Skin Care Promotion

The following part numbers have been added as prepacks to the **Last Chance/Discontinued Items** product category and will [automatically split to their regular set part numbers](#).

SPECIAL PART #	DESCRIPTION	TAXABLE RETAIL PRICE	SPECIAL FIXED WHOLESALE	REGULAR PART #	DESCRIPTION	INDIVIDUAL/ BLENDED WHOLESALE PRICE
10247561	June 2025: Miracle Set (Normal/Dry)	\$116.00	\$52.20	10217417	Miracle Set (Normal/ Dry)	*
10247562	June 2025: Miracle Set (Combo/Oily)	\$116.00	\$52.20	10217415	Miracle Set (Combo/Oily)	*
10247563	June 2025: Ult. Miracle Set (Normal/Dry)	\$150.00	\$67.50	10223243	Ultimate Miracle Set (Normal/Dry)	*
10247564	June 2025: Ult. Miracle Set (Combo/Oily)	\$150.00	\$67.50	10223244	Ultimate Miracle Set (Combo/Oily)	*
10247565	June 2025: Beyond Ult. Miracle Set (C/O)	\$208.00	\$93.60	10223245	Beyond Ultimate Miracle Set (Combo/Oily)	*
10247566	June 2025: Beyond Ult. Miracle Set (N/D)	\$208.00	\$93.60	10223246	Beyond Ultimate Miracle Set (Normal/Dry)	*
10247569	June 2025: Clear Proof Acne System	\$56.00	\$25.20	10058977	Clear Proof Acne System Set	*
10247570	June 2025: Hydrating Regimen Set	\$80.00	\$36.00	10230672	MK Hydrating Regimen Set (N/D)	*
10247571	June 2025: Mattifying Regimen Set	\$80.00	\$36.00	10230673	MK Mattifying Regimen Set (C/O)	*

* If you would like to split the sets into the individual items included in each, see [Split Sets Into Individual Items](#), then use the tables on the following page to enter the blended split wholesale price.

USE THE FOLLOWING BLENDED WHOLESALE WHEN SPLITTING THE SET INCLUDED IN: June 2025: Miracle Set (10247561) or (10247562)		\$52.20
PART #	DESCRIPTION	BLENDED SPLIT WHOLESALE
10217406	4-in-1 Cleanser (Normal/Dry) or (Combo/Oily)	\$10.59
10217404		
10217393	Antioxidant Moisturizer (Normal/Dry) or (Combo/Oily)	\$13.87
10217391		
10217385	Daytime Defender Broad Spectrum SPF 30	\$13.87
10217387	Nighttime Recovery	\$13.87

USE THE FOLLOWING BLENDED WHOLESALE WHEN SPLITTING SETS INCLUDED IN: June 2025: Ult. Miracle Set (10247563) or (10247564)		\$67.50
PART #	DESCRIPTION	BLENDED SPLIT WHOLESALE
10217406	4-in-1 Cleanser (Normal/Dry) or (Combo/Oily)	\$10.56
10217404		
10217393	Antioxidant Moisturizer (Normal/Dry) or (Combo/Oily)	\$13.83
10217391		
10217385	Daytime Defender Broad Spectrum SPF 30	\$13.83
10217387	Nighttime Recovery	\$13.83
10217408	TimeWise Eye Cream	\$15.45

USE THE FOLLOWING BLENDED WHOLESALE WHEN SPLITTING THE SET INCLUDED IN: June 2025: Clear Proof Acne System (10247569)		\$25.20
PART #	DESCRIPTION	BLENDED SPLIT WHOLESALE
10233551	Clear Proof Clarifying Cleansing Gel	\$6.81
10056743	Clear Proof Blemish Control Toner	\$6.13
10095054	Clear Proof Acne Treatment Gel	\$4.77
10056749	Clear Proof Oil-Free Moisturizer	\$7.49

USE THE FOLLOWING BLENDED WHOLESALE WHEN SPLITTING SETS INCLUDED IN: June 2025: Beyond Ult. Miracle Set (10247565) or (10247566)		\$96.30
PART #	DESCRIPTION	BLENDED SPLIT WHOLESALE
10217406	4-in-1 Cleanser (Normal/Dry) or (Combo/Oily)	\$10.89
10217404		
10217393	Antioxidant Moisturizer (Normal/Dry) or (Combo/Oily)	\$14.24
10217391		
10217385	Daytime Defender Broad Spectrum SPF 30	\$14.24
10217387	Nighttime Recovery	\$14.24
10217408	TimeWise Eye Cream	\$15.90
10145950	Microdermabrasion Refine	\$15.07
10198715	Pore Minimizer	\$11.72

USE THE FOLLOWING BLENDED WHOLESALE WHEN SPLITTING THE SET INCLUDED IN: June 2025: MK Regimen Set (10247570) or (10247571)		\$36.00
PART #	DESCRIPTION	BLENDED SPLIT WHOLESALE
10201304	MK Cleanser (Hydrating) or (Mattifying)	\$9.00
10201340		
10201374	MK Moisturizer (Hydrating) or (Mattifying)	\$9.00
10201376		
10201395	MK Exfoliating Scrub	\$9.00
10201384	MK Balancing Toner	\$9.00