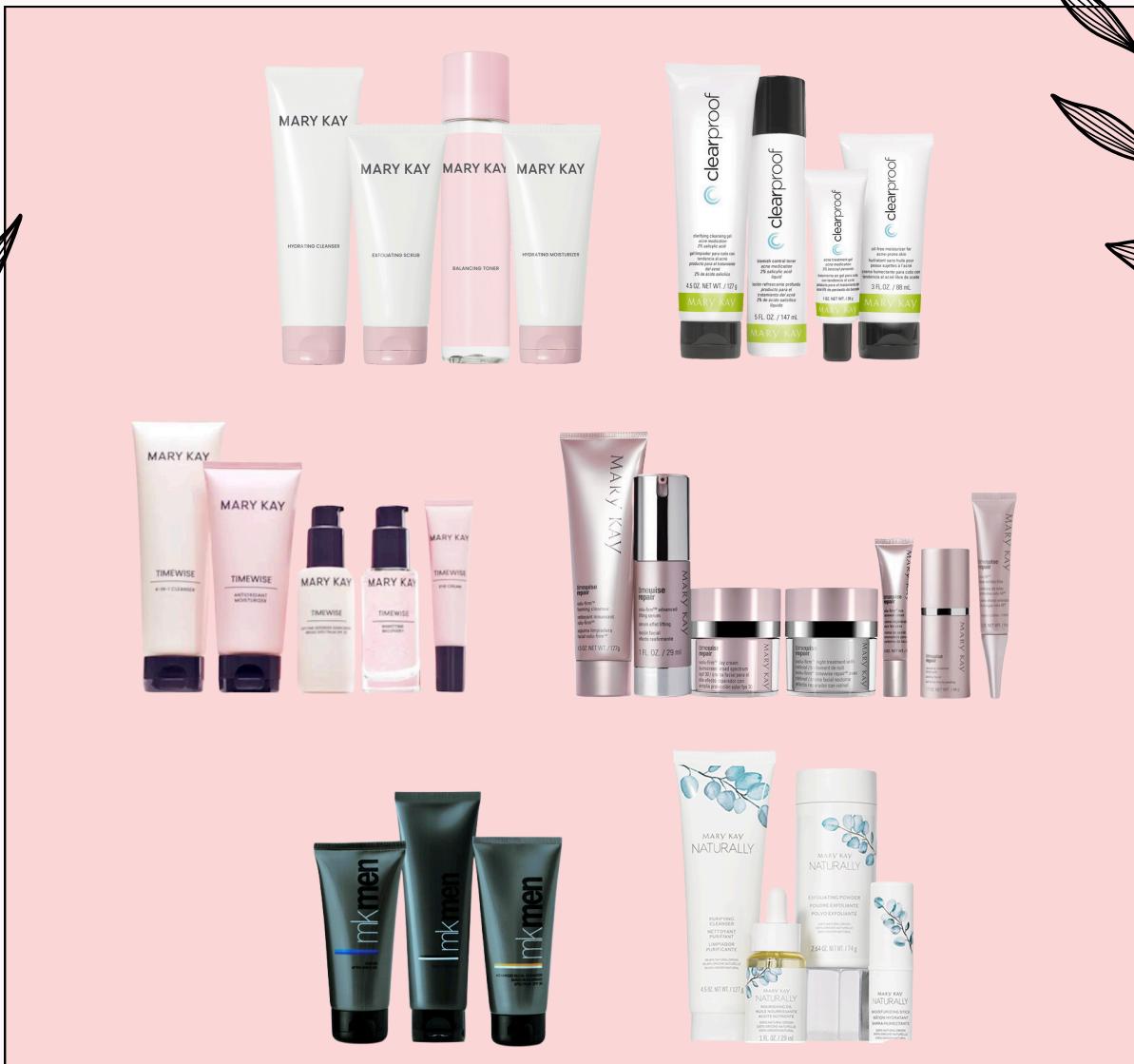


MARY KAY SKIN CARE

MAY 2024



Cover Page

Booklet created by MK Sales Director, Tasha Bach

Get Ready for a Skin Care Evolution

Skin Care Booklet

Everything Skin Care in one place for you!

Use your booklet to study and learn about our Skin Care lines and Supplements!

Keep your booklet in your starter kit, and use it when completing appointments or doing a quick live on Social Media.

The Key "tag lines" for sets and products are enclosed as well as ingredients and other important info needed that may need to be shared at your appointments.

Please note, all info has been copied over from our Mary Kay Intouch site & Product fact sheets. Descriptions listed are a "short" version of each fact sheet.

Mary Kay® Skin Analyzer App

Here is a great digital tool, that is FREE to help you book and sell!

Think of it like a virtual appointment.

Your customers simply download the app, open it, tap the I'm a Customer button, scan their faces following the directions shown, then they can tap the Share Results button, where they can email or text their results to you.

You can then set appointments to discuss the results, and as their skin care expert, guide them through the Mary Kay® product recommendations for their needs.

Skin Analyzer
tools / scripts



Creating sample packets

Everything for your sample packets in one place!

Use this code for instant access to all the materials and how to's for assembling and mailing your sample packets to your customers.

There is certainly a trick to mailing packets and it changes periodically, so be sure to check back often for any updates in our folder.

Use this code for instant access to all the product tri-folds for mailing or assembling sample packet goodie bags.

Also included in info is how to make your own DIY samples when needed. Please remember company materials are always preferred.



Skin Care
Sample packets



Product packets



Booking your Skin Care Apts & Closing the Sale

Use these QR Codes for instant access to all the tools and scripts needed to book your skin care appointments / parties.

Remember that MK was founded on the principles of our customers receiving two appointments. The first Skin Care (and possibly Dash out the Door Color) and the 2nd follow up and color 101 based.

Closing the Sale is just as vital as getting the booking itself. Use this QR code for instant access to tools and scripts for closing the sale. The words slightly changed for virtual / qvc style or in person, however the concept is the same. Closing the sale and tracking it, is what leads to sales and Diamond rings!

Booking scripts



Closing scripts





Skin Care Chapters

Mary Kay Skin Care –pages 6–7

Clear Proof –pages 8–10

Time Wise Miracle Set & Supplements
pages 11–16

Eye Products 17–19

Hydration & Masking info –pages 20–24

Time Wise Repair Set & Supplements
pages 25–29

MK Naturally –pages 30–33

Clinical Solutions / Boosters –pages 34–36

Mens Skin Care – page 37



SKIN CARE REGIMEN COMPARISON CHART

Mary Kay® Skin Care	TimeWise® Miracle Set®	TimeWise® Repair®	Clear Proof®	Mary Kay® Naturally®	MKMen®
No signs of aging	Early-to-moderate signs of aging	Advanced signs of aging	Mild-to-moderate acne	Any skin care stage	Early-to-moderate signs of aging
Entry-level/ Simple skin care	Reset the pace of skin's visible aging while supporting skin's critical needs with the TimeWise 3D® Complex.	Reduce the look of deep lines and wrinkles.	Provide clearer skin in 7 days.*	Naturally derived™ solutions for gorgeous, healthy-looking skin	From cleansing to fighting the visible signs of premature aging to shaving, there's a clean face solution for every man of any age.
Normal to dry skin and Combination to oily skin	Normal to dry skin and Combination to oily skin	Normal to dry skin	Oily and acne-prone skin	Gentle formulas for normal to dry skin types and suitable for sensitive skin	Normal skin and suitable for sensitive skin
Maintain healthy skin with a customizable skin care regimen.	Reinforce skin's ability to look its best longer with a three-step regimen.	Restore the look of youthful volume and lifted contours.	Clear up blemishes and help maintain a clear complexion.	Quality ingredients derived from nature* and unique to each product	Formulated with antioxidants to help fight free radicals, which come from the environment and can contribute to lines and wrinkles

*Based on a 12-week independent clinical study.

[†]At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.

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FOUR STEPS TO HEALTHY SKIN



1. *cleanse*

Gently prepare skin for the next steps in your routine with a hydrating cream cleanser or an oil-mattifying gel cleanser.

**NEW! Mary Kay®
Hydrating Cleanser, \$20**

**NEW! Mary Kay®
Mattifying Cleanser, \$20**

2. *exfoliate*

Polish away dead skin cells and unclog pores two or three times per week with a gentle pearlescent scrub that's for all skin types.

**NEW! Mary Kay®
Exfoliating Scrub, \$20**

3. *tone*

Help restore skin's balance without drying it out with a gentle, refreshing toner that's suitable for all skin types.

**NEW! Mary Kay®
Balancing Toner, \$20**

4. *moisturize*

Provide skin with necessary daily hydration with a nourishing, nongreasy cream moisturizer or a fast-absorbing, oil-mattifying gel-cream moisturizer.

**NEW! Mary Kay®
Mattifying Moisturizer, \$20**

**NEW! Mary Kay®
Hydrating Moisturizer, \$20**

NEW! MARY KAY® SKIN CARE LINE, \$80

Searching for a simple start to skin care and not yet ready for age-defying products? Look no further! The NEW Mary Kay® Skin Care line allows you to create the perfect routine with four fundamental products that are suitable for all skin types – including sensitive skin.

©2012 Mary Kay Inc.

Contact me to meet the Mary Kay® Skin Care line, and build a healthy skin care routine today!

UNIQUE SELLING PROPOSITION:**Healthy Skin Your Way**

The *Mary Kay®* Skin Care Mattifying Regimen features fundamental products designed with combination to oily skin in mind but is suitable for all skin types. With a mattifying cleanser and moisturizer, plus a universal scrub and toner, these skin care essentials help maintain clean, healthy skin in a few steps. Use them with other *Mary Kay®* products, such as *Mary Kay®* Micellar Water, for a personalized product experience.

***Mary Kay®* Mattifying Cleanser**

Gently prepares skin for the next step in your routine. This oil-mattifying gel cleanser effectively removes impurities and excess oil to help reduce shine. It leaves skin feeling fresh and soft – not tight or dry – and looking mattified.

92% of women agree that *Mary Kay®* Mattifying Cleanser effectively removes excess oil.*

***Mary Kay®* Exfoliating Scrub**

Gently helps polish away dead skin cells and unclog pores to prepare skin to better absorb the next step in your routine. After use, skin looks soft and smooth and feels deeply cleansed. Use two or three times a week.

***Mary Kay®* Balancing Toner**

Gently helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant.

***Mary Kay®* Mattifying Moisturizer**

This fast-absorbing, nongreasy gel-cream moisturizer provides skin with necessary daily hydration morning and night. The lightweight, gentle formula is oil-mattifying, so skin will be left looking beautifully matte.

95% of women agree that *Mary Kay®* Mattifying Moisturizer feels lightweight.*

Order of Application

1. *Mary Kay®* Mattifying Cleanser
2. *Mary Kay®* Exfoliating Scrub (once every other day, two or three times per week)
3. *Mary Kay®* Balancing Toner
4. *Mary Kay®* Mattifying Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

Use-Up Rate

- If using *Mary Kay®* Mattifying Cleanser twice daily, the average use-up rate is four months.
- If using *Mary Kay®* Exfoliating Scrub three times a week, the average use-up rate is three months.
- If using *Mary Kay®* Balancing Toner and *Mary Kay®* Mattifying Moisturizer twice daily, the average use-up rate is three months.

CLEAR PROOF®



MARY KAY

BENEFITS AND CLAIMS

In an independent consumer study†, 8 out of 10 people said that the Clear Proof™ Acne System clears up pimples fast! Here's what else they had to say†:

- My complexion looks clearer – 84%
- Helps clear up pimples better than what I've been using – 77%
- Reduces the severity of acne blemishes – 82%
- Fades the look of lingering acne spots – 80%
- Minimizes the appearance of pores – 85%

†Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.

YOU'LL WANT TO TRY THIS IF:

- You are looking for an effective yet gentle regimen for treating your mild to moderate acne.
- You are a teen or a mom who buys acne products for your teen and want a multi-faceted approach to clearing up blemishes and preventing new breakouts from forming.

THE SCIENCE BEHIND THE PRODUCT:

The Clear Proof™ Acne System uses a combination of salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts. Salicylic acid acts like an exfoliant to promote the easy removal of dead skin cells. As such, it helps keep pores unclogged and reduce the build-up of *P. acnes* bacteria. Benzoyl peroxide (BPO), on the other hand, is an oxygen-releasing ingredient that kills bacteria. *P. acnes* bacteria flourish when there's a lack of oxygen, like in a clogged pore. By creating an oxygen-rich environment, BPO can help reduce the number of *P. acnes* bacteria that can cause lesions to form. It also can help in dissolving the buildup of dead skin cells.

ORDER OF APPLICATION:

- Clear Proof™ Clarifying Cleansing Gel‡
- Clear Proof™ Acne Treatment Gel‡
- Clear Proof™ Oil-free Moisturizer for Acne Prone Skin

YOU MIGHT ALSO LIKE:

- Clear Proof™ Pore-Purifying Serum for Acne-Prone Skin‡

FORMULA ATTRIBUTES:

Clarifying Cleansing Gel‡ – Oil- and fragrance-free, non-comedogenic and suitable for sensitive skin.

Oil-Free Moisturizer for Acne-Prone Skin – Noncomedogenic, clinically tested for skin irritancy and allergy, suitable for sensitive and acne-prone skin.

USE UP RATE :

Depends upon your individual usage. Over-the-counter drug product

→ This is a SERIOUS Acne System, you get an effective regimen clinically shown to provide clearer skin in just 7 days.* However, to truly get acne under control, it takes a consistent program with results overtime. This is most used by teens & preteens with problem skin issues. However, even adults can sometimes develop acne.

Containing 2% salicylic acid, the cleanser‡ deep cleanses skin to penetrate and clear pores as it helps maintain a clear complexion.

The Acne Treatment Gel‡ with 5% benzoyl peroxide is applied directly to pimples to clear up blemishes without irritating skin.



The toner‡ helps exfoliate dead surface skin cells and helps remove excess oil with 2% salicylic acid.

Lightweight and quick-absorbing, this oil-free moisturizer feels soothing to irritated skin.

**Clear Proof, Deep Cleansing
Charcoal Mask
Suggested Retail \$25**

Upsell with our Masking Brush,
for \$12 Suggested Retail



Deep Cleansing **CHARCOAL** MASK

Skin has a natural exfoliating process. Sometimes this process doesn't work as effectively as it should, so oil, bacteria and impurities get trapped inside pores.

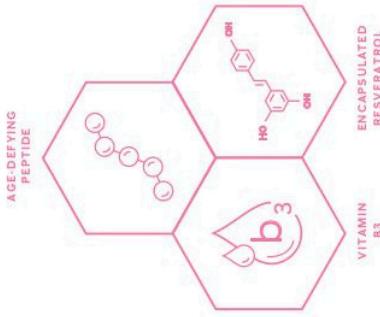
The Clear Proof® Deep-Cleansing Charcoal Mask helps remove the dirt and impurities that can contribute to problem skin and offers a gentle solution for supporting a clearer-looking complexion.

- The formula delivers a gentle cooling sensation as you smooth the formula across your skin.
- Extracts of Rosemary and Peppermint are antimicrobial, antibacterial and antiseptic, protecting the skin from bacteria and infection. These extracts also deliver a fresh scent to awaken your senses.
- Honeysuckle works as an antioxidant so it is also protecting the skin; preventing bacteria and infections.
- Honeysuckle and Navy Bean extracts work to target the appearance of skin discoloration and help soothe skin.
- Small amounts of Salicylic Acid work to dissolve dead skin by mildly exfoliating and purifying the skin, to prevent pores from clogging.
- Formulated with the absorbent power of Kaolin and Bentonite Clays, this mask instantly absorbs excess oil and reduces shine.
- When charcoal goes through a special heating process, it becomes activated, making it more porous. Activated Charcoal is known to absorb up to DOUBLE its weight in impurities. It digs up to 3 layers deep, acting as a magnet as it pulls out impurities and unclogs pores, taking skin beyond everyday clean. As a result, your complexion looks clearer and healthier, and pores appear minimized.
- This mask dries as it goes to work gradually becoming lighter the longer you wear it.
- For all skin types



Forbes | **TOP 3**
Charcoal Masks

TimeWise® Miracle Set®



Scientifically proven and extensively researched for its efficacy, our patented **TimeWise® 3D® Complex** powers each of the **TimeWise® Miracle Set®** products with **three critical dimensions of skin support**. Think of it as the "ABCs" for skin!

- **ANTIOXIDANTS**
- **BRIGHTENING**
- **COLLAGEN**

Prevent Premature Skin Aging Starting Now!

With **TimeWise® Miracle Set®**, you'll be on your way to strong, healthy skin from day one, and week after week brings you closer to your best skin yet.

In 2 weeks, fine lines start to fade, wrinkles start to soften and skin's firmness begins to improve.*

In 4 weeks, results continue to get better, while adding improved radiance, skin texture and overall appearance.*

After 12 weeks:^{*}

- 98% of panelists had a 37% improvement in the appearance of fine lines.
- 98% of panelists had a 51% increase in skin firmness.
- 76% of panelists had a 20% improvement in the appearance of wrinkles.

New! Get to Know the TimeWise® Miracle Set®.



Reset the Pace of Skin's Visible Aging Starting in 2 Weeks!^{*}

Reinforce skin's ability to look its best longer with a three-step regimen that features our extensively researched and patented **TimeWise® 3D® Complex** in every product to help protect against causes of visible premature skin aging. **TimeWise® Miracle Set®** helps support skin's critical needs during the day and unique function at night while adding a moisturizing **SECOND INFUSION** of the complex both day and night. Available in Normal/Dry or Combination/Oily formulas.

NEW! TimeWise® Miracle Set®, \$116

Price is suggested retail.

*Results based on one of eight independent third-party clinical or consumer studies in which from 55 to 214 women used a **TimeWise® Miracle Set®** product as directed

Reset the pace of skin's visible aging.



- Reinforces skin's ability to look its best longer with a three-step regime
- Features our extensively researched, patented *TimeWise 3D® Complex*.
- Helps reduce the appearance of premature skin aging starting in 2 weeks.*

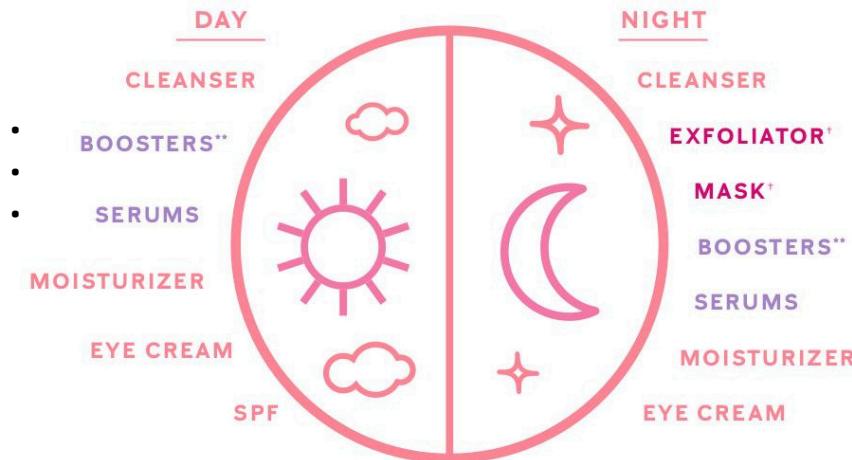
For skin you'll love year after year!

Skin has natural defenses to help protect itself and recover from damage. But day after day, your skin is exposed to environmental stressors that can overwhelm its defenses and speed up visible skin aging. Our scientists' deep understanding of what causes premature skin aging led them to identify the right combination of ingredients to help skin look its best as you age. In fact, **did you know that only 20% of most visible skin aging is from the natural aging process?** The rest? You can help protect against.

how to GET THE MOST OUT OF YOUR SKIN CARE

Establishing a consistent skin care routine helps keep your skin healthy and happy. When it comes to applying products effectively, a great rule is to **organize your regimen based on the weight of the formula**. Lighter formulas such as boosters and serums are applied before heavier formulas such as moisturizers. Following this order of application ensures that your skin is receiving the **maximum benefits** of each product.

Not all products are meant to be used every day, so use this guide to make sure that you're applying products in the **most effective order** and **with the proper frequency**. Remember, your core skin care products are part of both your day and night routines.



If you are incorporating *Mary Kay Clinical Solutions® Retinol 0.5* into your skin care routine, see Pages 2 and 3.

USE EVERY DAY/NIGHT. CAN BE USED EVERY DAY, IF DESIRED. USE 2 OR 3 TIMES PER WEEK.



UNIQUE SELLING PROPOSITION:

Reset the pace of skin's visible aging starting in as little as 2 weeks.*

PRODUCT FACT SHEET

TimeWise® Miracle Set®

TimeWise® Miracle Set® helps skin look its best longer. With just three easy steps, it helps support skin's critical needs during the day and unique function at night while adding a moisturizing SECOND INFUSION of the TimeWise 3D® Complex both day AND night.

TimeWise 3D® Complex and the ABCs of Skin Care

The TimeWise® Miracle Set® is powered by the TimeWise 3D® Complex, which is included in every product. Available in skin-specific formulas, this set **defends the skin from age-accelerating free radicals; delays the look of premature skin aging with broad spectrum UVA/UVB protection; and delivers visible improvement of multiple signs of skin aging.**

This scientifically proven, extensively researched and effective complex provides **three critical dimensions of skin support.**

Think of it as the ABCs for skin: Antioxidants, Brightening and Collagen.

Antioxidants fight free radicals, which are known to accelerate the look of skin aging and are caused by environmental factors.

The **encapsulated resveratrol** found in the TimeWise 3D® Complex provides triple antioxidant benefits and is shown to counteract the negative effects of free radicals on skin while working in harmony with natural antioxidants** to help support the skin barrier.

Brightening, or radiance, often diminishes when skin is unhealthy or when skin is compromised by sun damage that appears as dark spots. Daily SPF and proper skin care are must-haves to help reinforce the look of a radiant, even tone.

Vitamin B3, a well-known brightening superpower, targets the look of uneven skin tone, and encapsulated resveratrol helps promote more even skin tone.**

Collagen starts to deplete as we age. Beginning in your 20s, you produce approximately 1% less collagen in the skin every year – year after year. By supporting skin's natural collagen, you're reinforcing one of its main building blocks that helps keep skin plump and resilient.

An **age-defying peptide** supports skin's natural collagen and elastin,** and **encapsulated resveratrol** supports skin's natural collagen** to help improve the look of fine lines and wrinkles.

Order of Application

Morning

TimeWise® 4-in-1 Cleanser

TimeWise® Antioxidant Moisturizer

TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30+

Evening

TimeWise® 4-in-1 Cleanser

TimeWise® Nighttime Recovery

TimeWise® Antioxidant Moisturizer

Special Nutribeads® Duo suspended in the formula feature resveratrol (pearl beads) and a blend of vitamin derivatives (pink beads). These cellulose beads burst when dispensed through the pump to release the ingredients fresh to your skin.

TW DAYTIME DEFENDER

DAYTIME DEFENDER protects skin from harmful UV rays with a Defender Sunscreen Broad Spectrum SPF 30₄ and includes prickly pear extract to help strengthen skin's moisture barrier, critical for helping keep good things in your skin and bad things out.

TW NIGHTTIME RECOVERY

NIGHTTIME RECOVERY works when skin is most able to recover what can be depleted during the day. With an additional antioxidant boost from chamomile extract, this effective nighttime ingredient is known to help bring a soothing calm to skin while you sleep.

TimeWise Microderm Plus set® – Retails \$58

Get the look of polished, younger skin and significantly smaller pores



**See these benefits after using
TimeWise® Microdermabrasion
Plus Set:**

- Dramatically improves skin texture
- Visibly improves the look of fine lines
- Immediately pores look smaller
- Makes skin high-definition-worthy
- Physically removes Top layer of skin. It contains Aluminum oxidecrystals, that polish the skin for smaller looking pores —same as the Dermatologist uses.

→ Microderm is a two-step process that uses aluminized crystals (same grade spas use). They are little small circles that buff and shine dead skin cells and then help close your pores. For best results, use two or three times a week,

BENEFITS

Microdermabrasion Refine is a physical exfoliator that reduces the appearance of fine lines and gently refines skin's texture as it removes surface dead skin cells and build-up from pores. Pore Minimizer goes beyond skin texture to tighten the look of pores. With pores cleared of build-up and dead skin cells, Pore Minimizer works immediately to reduce their appearance. And the results get better over time.

The Pore Minimizer nourishing serum helps calm and comfort skin. It's the perfect after-step to Microdermabrasion Refine to reduce any appearance of redness and soothe delicate skin. Working together 2-to-3 times a week, both products dramatically improve skin texture for a high-definition-worthy complexion.

THE SCIENCE BEHIND THE PRODUCTS

Congested pores can lead to stretching of the pore wall, making them look enlarged. Eliminating impurities trapped within is an important first step toward improving their appearance. Persian silk tree bark extract and soy bean extract in Pore Minimizer are shown to support factors important to skin +, which may help tighten the look of skin overall and around pores.

Skin calming and comforting benefits on skin's surface provided by Pore Minimizer are assisted by sea whip extract and evodia fruit extract. These two ingredients have been shown to support signals associated with skin calming and comfort+.

Visible results in one week! Women who tried the Microdermabrasion Plus Set in an independent consumer study¥ saw results:

APPLICATION INSTRUCTIONS

After cleansing, 2-3 times a week apply a small amount of TimeWise® Microdermabrasion Refine to wet face with fingertips. Using circular motions, gently massage over face. Rinse thoroughly with warm water and pat dry.

Use fingertips to apply 2-3 pumps of TimeWise® Pore Minimizer to face in an upward and outward motion.

Follow with your regular moisturizer. The Pore Minimizer can also be used daily, twice a day, to reduce the appearance of pores.

TimeWise Replenishing Serum C+E® – Retails \$60

C+E: Effective alone. Extraordinary Together.

This multifunctional formula visibly firms and brightens skin while protecting against environmental aggressors that can contribute to visible aging.

PLUS UP YOUR SKIN CARE.

Love the benefits of *TimeWise Replenishing Serum+C**?

Then you'll adore the addition of vitamin E. While vitamin C is a powerhouse vitamin and antioxidant on its own, its potency increases when combined with a boost of vitamin E. The result? Skin that glows with good health.

SERUM BENEFITS

	<i>TimeWise Replenishing Serum C+E™</i>	<i>TimeWise Replenishing Serum+C*</i>
Visibly lifts saggy skin.		♥
Visibly firms skin.	♥	♥
Improves skin resilience.	♥	♥
Skin appears visibly smoother.	♥	
Reduces the appearance of fine lines.	♥	
Improves skin's overall radiance.	♥	

FORMULA BENEFITS

TimeWise Replenishing Serum C+E™

Absorb **three forms of vitamin C**, plus a boost of vitamin E.

- **Pure vitamin C** (ascorbic acid) supports skin's natural repair process.
- **Amla fruit extract** is a rich source of vitamin C shown to help support natural collagen production.
- **Oil-soluble vitamin C derivative** performs in areas of the skin traditionally hard to reach.
- **Vitamin E** is one of the most powerful antioxidants known to science. When paired with vitamin C, it reignites its age-fighting power.

BOTH

Suitable for all skin types.

Non-comedogenic.

Fragrance-free.

*TimeWise Replenishing Serum+C**

Absorb a potent blend of botanical sources known for high levels of vitamin C.

The botanical blend includes:

- **Camu Camu extract** is known to have the second highest level of vitamin C of any fruit.
- **Acerola Cherry extract** is especially rich in vitamins C and A.

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You'll Want to Try This Serum If:

You're a daily user of TimeWise Miracle Set 3D® and you're ready for a little "something more" to take your skin care to the next level. You live in an area with rising levels of pollution. Ground-level ozone, or O3, is an atmospheric aggressor, contributing to free radical formation that creates oxidative stress. Oxidative stress can weaken skin's collagen and elastin, contributing to fine lines and loss of firmness. Vitamins C+E are proven antioxidants to combat this action.

Formula Attributes:

- Suitable for all skin types
- Gentle formula
- Dermatologist-tested
- Tested for skin irritancy and allergy
- Non-comedogenic
- Suitable for sensitive skin

Use-Up Rate:

TimeWise Replenishing Serum C+E™ is delivered in an airtight bottle to ensure maximum efficacy. Each bottle is designed to last six weeks, based on twice-daily usage.

TimeWise® 3-In-1 Cleansing Bar (with soap dish)

\$26 Retail



APPLICATION INSTRUCTIONS

- Use a wet wash cloth, work 3-in-1 Bar into lather.
- Apply to face and neck. Rinse with warm water.
- Avoid eye area.

BENEFITS AND CLAIMS

- TimeWise® cleansing products combine anti-aging with three essential functions in one product to cleanse, exfoliate, and freshen – revealing younger-looking skin.

TARGET CUSTOMER

- The TimeWise® 3-in-1 Cleansing Bar is best for customers with normal, combination, and oily skin.
- It is ideal for customers who like the feel of a refreshing, lathering cleanser.

HOW IT WORKS

- Effectively clears away impurities and leaves skin feeling soft, smooth, and refreshed.
- Begins the process to help erase the visible signs of aging and restore the look of younger skin.

KEY INGREDIENTS AND FUNCTIONS

Camellia Oleifera Extract	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment.
Aloe Barbadensis Extract	Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, and retaining moisture. Soothing Agent: Known for its calming and soothing properties.

Mineral Facial Sunscreen Broad Spectrum, spf 30

NEW! MARY KAY®

MINERAL FACIAL

SUNSCREEN

BROAD SPECTRUM

SPF 30*



Say hello to a 100% mineral facial sunscreen suitable for all skin tones and skin types, including sensitive skin. Stay protected with a daily dose of gentle and effective sun care your way.



MINERAL SPF 101

\$28 Retail

- ▶ Best worn daily, rain or shine.
- ▶ Protects skin from direct and incidental sun exposure.
- ▶ Forms a physical barrier on your skin.
- ▶ Delivers 100% mineral protection against UVA and UVB rays.
- ▶ Suitable for all skin tones and skin types, including sensitive skin.
- ▶ Fragrance-free.
- ▶ Powered by zinc oxide, which is known to offer protection from blue light.
- ▶ Lightweight and low shine, perfect for wearing under makeup.
- ▶ Provides a gentle and effective defense against sun damage and skin cancer.

*Mary Kay®
Mineral Facial
Sunscreen
Broad
Spectrum SPF
30*

EYE PRODUCTS

Helps improve multiple signs of visible skin aging.



- Formulated to address the unique needs of the eye area.
- The ideal enhancement to *TimeWise® Miracle Set®*.
- Features our extensively researched and patented *TimeWise 3D® Complex*.

TimeWise® Eye Cream \$38 Retail

88% of panelists had a reduction in the appearance of fine lines.

78% of panelists had a reduction in the appearance of wrinkles.

72% of panelists had increased firmness.

It's important also to give special care to the delicate eye area. *TimeWise® Eye Cream* is specifically formulated to address the unique needs of the eye area. Also featuring the *TimeWise 3D® Complex*, this Eye Cream is the ideal enhancement to *TimeWise® Miracle Set®*, making it an Ultimate *TimeWise® Miracle Set®*.

TimeWise® Eye Cream helps improve multiple signs of visible skin aging and fatigue, including fine lines, dullness, firmness

and texture. It visibly brightens the eye area and provides 12 hours of moisturization.** Plus, it contains algae extract, which helps prevent undereye puffiness* and helps reduce the pigment that contributes to the look of dark circles.* This quick-absorbing cream means minimal wait time to apply makeup.

You'll look more well-rested as the eye area appears revitalized.

TimeWise® Firming Eye Cream



This luxuriously rich eye cream is so advanced it improves firmness, brightens and provides intense moisturization, plus minimizes the appearance of fine lines and wrinkles.

- Contains soothing botanical extracts and brightening agents to help condition the skin for moisturization, resulting in a more even skin tone.
- Ophthalmologist-tested.
- Suitable for all skin types.
- Hypoallergenic.
- Suitable for contact lens wearers.

\$34 Retail

Indulge® Soothing Eye Gel

Contains botanical extracts reported to tone, firm and reduce the appearance of puffiness around the sensitive eye area.

- Calms, cools and refreshes a tired-looking appearance.
- Increases skin moisturization.
- Can be used as a leave-on gel.
- Clinically tested for skin irritancy and allergy.
- Dermatologist-tested; fragrance-free.



\$18 Retail

TimeWise Repair® Volu-Firm® Eye Renewal Cream \$44 Retail



→ This advanced peptide eye cream targets visible deep lines, dark circles, bags and upper eyelid droop. This undereye cream increases skin moisture for 12 hours and targets crepiness and dry skin. A sculpted metal applicator tip massages your skin, helping to stimulate the undereye area, it's made from Zeemac. Made from Zinc, Magnesium, Aluminum, Copper. This reduces swelling from the eyes, same things that a boxer uses.

- Targets deep lines, wrinkles and sagging skin.
- Targets undereye bags, puffiness and dark circles.
- Targets crepiness and dry skin.
- Increases skin moisture for 12 hours.
- Features a unique liquid crystal delivery system that helps enhance effectiveness.
- Contains the benefits of the Volu-Firm® Complex.

Mary Kay® Hydrogel Eye Patches, pk./30 pairs

\$40 Retail

It's time for an eye awakening. Instantly reviving, shimmery pink undereye gel pads deliver a refreshing burst of hydration to tired, puffy eyes. You'll see benefits by using these for just 20 minutes twice a week, making "me" time a lot easier to find.

- Hydrate.
- Cool.
- Soothe.
- Depuff.



Mary Kay® Instant Puffiness Reducer

\$38 Retail

Watch your undereye bags disappear like magic with a scientific innovation that instantly delivers. The Mary Kay® Instant Puffiness Reducer is clinically shown* to instantly reduce the look of undereye puffiness with the effect lasting up to six hours. What could you do with six hours of baggage-free eyes? Embark on a selfie super session? Approach a day of video chatting with even more confidence? Try this at-home solution for puffy eyes, and offset the impact of stress, pollution and even allergies in minutes. Return your tea bags and cucumber slices to the kitchen, and depuff like a pro instead.



When incorporating Mary Kay® Instant Puffiness Reducer into your morning or evening routine, you will want to avoid applying eye cream at the same time.

*Results based on an independent expert evaluator assessing 28 panelists during a six-hour clinical study

Eye Products

MARY KAY



	Mary Kay® Hydrogel Eye Patches	TimeWise® Firming Eye Cream	TimeWise® Eye Cream	TimeWise® Volu-Firm® Eye Renewal Cream	Mary Kay® Instant Puffiness Reducer*
Moisturizes	♡	♡	♡	♡	♡
Smooths and improves texture		♡	♡	♡	♡
Minimizes the appearance of fine lines and wrinkles		♡	♡	♡	♡
Visibly brightens skin			♡	♡	♡
Targets the appearance of dark circles or darkness/ dullness under eyes		♡	♡	♡	♡
Improves the look of firmness		♡	♡	♡	♡
Improves the overall appearance of the skin	♡		♡	♡	♡
Targets the appearance of undereye puffiness			♡	♡	♡
Absorbs quickly				♡	♡

CUSTOMIZED HYDRATING PRODUCTS

Mary Kay® Intense Moisturizing Cream (Dry)

\$36 Retail

This luxurious cream for dry skin leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.

- Leaves skin feeling hydrated for up to 10 hours.
- Infuses skin with a boost of intense moisture.
- Helps soften skin with a marine extract and humectants.
- Suitable for sensitive skin.
- Clinically tested for skin irritancy and allergy.



Mary Kay® Oil-Free Hydrating Gel (Normal/Oily)

\$36 Retail

This nongreasy gel absorbs quickly, leaving skin feeling cool and refreshed while hydrating it for up to 10 hours.

- Clinically tested for skin irritancy and allergy.
- Suitable for sensitive skin.
- Oil- and fragrance-free.
- Non-comedogenic (will not clog pores).
- Hypoallergenic.



Mary Kay® Extra Emollient Night Cream

\$18 Retail

Helps maintain the natural moisture of the skin and replenishes hydration in very dry areas.

- Excellent for dry patches, especially on hands, elbows and feet.
- Suitable for all skin types.
- Clinically tested for skin irritancy and allergy.
- Non-comedogenic (will not clog pores).
- Hypoallergenic.



Mary Kay Time Wise Moisture Rich Renewing Gel Mask

Suggested Retail \$24

→ Get 10 skin-renewing benefits* in 10 pampering minutes! And lock in vital moisture to help your skin look fresher and more youthful. Skin appears less stressed, feels nourished, purified and calm. Instantly hydrates while also locking in moisture. Helps reduce the appearance of pores as well as fine lines and wrinkles. Dry to oily skin. Dermatologist tested. Oil-free.

Great for Multi-Masking!

Quick Overview With more than 10,000 minutes in every week, you deserve at least 10 minutes of bliss with TimeWise® Moisture Renewing Gel Mask.

It's your multitasking miracle that breathes new life into tired, sluggish, stressed skin. TimeWise® Moisture Renewing Gel Mask instantly hydrates and locks in moisture. Skin appears less stressed and feels purified, nourished, calmed, firmer, smoother and softer. This product also helps minimize the appearance of fine lines, wrinkles and pores. It features an aromatic scent of botanical extracts including chamomile, rosewood and lavandin.

And it is oil- and fragrance-free, non-comedogenic (will not clog pores) and dermatologist-tested. Use with TimeWise Miracle Set 3D® for even better results.

Application Tips:

After applying a thick, even layer to a cleansed face (avoiding eye and mouth areas as you would with any mask), let it "rest" for 10 minutes. Mask will not dry, It soaks into your skin.

Rinse off or remove with a warm, wet washcloth. For an enhanced pampering experience, you also can apply it before bedtime and leave it on overnight.

How it works:

TimeWise® Moisture Renewing Gel Mask is a super hydrating, age-fighting formula for skin that feels nourished, pampered, firmer and smoother.

The luxurious rich gel glides on effortlessly, infusing skin with moisture as it increases its resilience.

Skin appears less stressed, plus the appearance of pores is reduced.

Its aromatic blend of botanical extracts, including chamomile, leaves you with a sense of well-being.

Multi-Masking!



Cleanse your skin. Apply Clear Proof Charcoal Mask with the Masking Brush in your T-zone area and the Time Wise Moisture Rich Renewing Gel Mask on your cheeks and forehead if needed.

Leave on for 15-20 minutes, then wash off with a warm cloth.

- Then apply your favorite nighttime products. You'll create the perfect "spa like" feeling for our skin your own bathroom! Set suggested retail \$58



Take 10 to **Hydrate** Your **Skin**.
Boost age-fighting benefits* overnight.

10 Pampering Minutes
Skin-Renewing Benefits*

1. Instantly Hydrates
2. Locks In Moisture
3. De-stresses
4. Purifies
5. Nourishes
6. Calms
7. Firms
8. Smooths
9. Softens
10. Minimizes Pores

TimeWise® Moisture Renewing Gel Mask

TimeWise Body Targeted-Action® Toning Lotion

OUR PRODUCT MARKETING GROUP SAYS,

\$34 Retail

→ TimeWise Body™ Targeted-Action® Toning Lotion combines the benefits of multiple products in one body-loving formula, and that's something all women will love – skin that's firmed, toned, defined and hydrated for 24 hours.

Keeps skin hydrated for 24 hours.

Formulated to fortify the skin's support structure, helping to firm, tone and tighten.

After 4 weeks, 3 out of 4 women who tried the product said* their skin looked toned.

Contains multiple botanical extracts, including Pumpkin Seed, Argan Seed, Hawthorne Berry and Coffea Arabica Seed, that target areas of concern.

Formulated with six antioxidants – including our patent-pending† Acai Berry extract – to minimize damage from environmental stressors.

FACT: Maintaining skin hydration is even more important than you might realize. In addition to improving how soft and smooth skin *feels* skin that's effectively moisturized can actually *look* smoother, minimizing the appearance of imperfections.



White Tea & Citrus Satin Lips® Set

The White Tea & Citrus Satin Lips® Set sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavor of white tea & citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.

\$22 Retail

White Tea & Citrus Satin Hands® Pampering Set

This spa-like treatment revitalizes and rejuvenates the look of hands, so they feel renewed and instantly look healthier.

Women love the Satin Hands® Pampering Set* because:

\$38 Retail

- Instantly, hands feel moisturized, soft and smooth.
- Hands feel revitalized, soothed and protected.
- Skin feels renewed, looks rejuvenated and instantly looks healthier.
- Set makes a great gift, especially for brides.

*Based on an independent consumer study in which 52 women used the product once a day for seven days.

Hydration

HEROES

MARY KAY

Skin needs moisture. Depending on your skin's needs, you may find it needs some extra hydration. Hydrated skin, after all, is healthy and happy skin. Each of these Mary Kay® products is designed to address specific skin hydration needs and can be used in addition to your daily moisturizer. Use this comparison chart to see the differences between these customized hydration products. Then choose what's right for you!

BEST FOR	Mary Kay® Clinical Solutions™ HA+ Ceramide Hydrator	Mary Kay® Clinical Solutions™ Calm + Restore Facial Milk	Mary Kay® Naturally® Nourishing Oil	Mary Kay® Naturally® Moisturizing Stick	TimeWise® Moisture Renewing Gel Mask	Mary Kay® Intense Moisturizing Cream	Mary Kay® Oil-Free Hydrating Gel	Mary Kay® Extra Emollient Night Cream
 <p>Those who want to target skin hydration concerns.</p> <p>Anyone who is currently using a moisturizer both a.m. and p.m., but wants to do more to hydrate skin specifically.</p> <p>Complements any Mary Kay® skin care regimen.</p>	 <p>Mary Kay Clinical® Solutions™ Retinol 0.5 users who are following the retinization process.</p> <p>Anyone experiencing mild skin irritation.</p> <p>Those who want to give their skin immediate and extra hydration before their daily moisturizer.</p>	 <p>Those who want to give their skin immediate and extra hydration before their daily moisturizer.</p>	 <p>Those who prefer products with naturally derived[†] ingredients.</p> <p>Anyone looking for a convenient multiuse moisturizing stick. Can be applied to face, elbows, knees, cuticles and heels![†]</p>	 <p>Those who prefer products with naturally derived[†] ingredients.</p> <p>Anyone looking for multiple skin-renewing benefits in a single product.</p>	 <p>Those who want a pampering experience.</p> <p>Anyone looking for multiple skin-renewing benefits in a single product.</p>	 <p>Those who prefer a formula designed for their skin type.</p> <p>Anyone who prefers a rich, luxurious cream texture.</p>	 <p>Those with very dry skin, who prefer a formula designed for their skin type.</p> <p>Anyone who has dry patches of skin.</p>	

FIND YOUR PERFECT MASK

MARY KAY® MASK COMPARISON CHART

MIX AND MATCH YOUR MASKS!



PRODUCT	BENEFITS	KEY INGREDIENTS	USAGE	SKIN TYPE
<i>Clear Proof®</i> Deep-Cleansing Charcoal Mask	<ul style="list-style-type: none"> Unclogs pores. Instantly absorbs excess oil. Reduces shine. Reduces the appearance of pores. 	<ul style="list-style-type: none"> Activated charcoal. Kaolin and bentonite clays. Navy bean extract. Honeysuckle extract. 	10 minutes, 2 or 3 times weekly. Can also be used as a pampering overnight treatment.	Suitable for all skin types, particularly those with oily or blemish-prone skin.
<i>TimeWise®</i> Moisture Renewing Gel Mask	<ul style="list-style-type: none"> Instantly hydrates. Locks in moisture. Helps skin feel firmer, healthier, smoother and softer. Helps minimize the appearance of fine lines and wrinkles. 	<ul style="list-style-type: none"> Sodium hyaluronate. Glycerin. Chestnut seed extract. Vitamin B3. Acai berry extract. Vitamin E. 	10 minutes, 2 or 3 times weekly. Can also be used as a pampering overnight treatment.	Suitable for all skin types.
<i>TimeWise Repair®</i> Lifting Bio-Cellulose Mask, pk./4			20–30 minutes, twice per week for maximum benefits.	
				Suitable for all skin types.

*Based on a clinical skin-measurement study.

**Results based on a four-week independent consumer study in which 300 women used the product twice a week. The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses in print form only. This page should not be altered from its original form nor incorporated into other materials.

MARY KAY®

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TimeWise Repair® Volu-Firm® Set



Restore what was lost. And lift away the years. 5 Products, 4 steps, 1 advanced regimen

Reduces look of deep lines and wrinkles

Restores a lifted appearance Recaptures the look of youthful volume

Revitalize

Volu-Firm® Foaming Cleanser: Revitalizes, renews, maintains moisture balance. Lathers into a moisture-rich cashmere soft foam that gently sweeps away complexion dulling impurities as it leaves skin feeling deeply cleansed.

Reclaim

Volu-Firm® Advanced Lifting Serum*: Our most precise and powerful serum ever! Tightens the appearance of sagging skin and gives facial contours a firmer look and appear visibly lifted.

Restore

Volu-Firm® Day Cream Sunscreen Broad Spectrum with SPF 30: Helps restore skin's youthful cushion and is formulated to help minimize skin reaction to external irritants. Helps protect against skin-aging UVA/UVB damage. Increases skin moisture for 12 hours.

Reactivate

Volu-Firm® Night Treatment with Retinol: Fights the appearance of deep lines & wrinkles. Retinol is known to encourage surface cell turnover and renewal and support natural collagen and elastin. Increases skin moisture for 12 hours.

Reawaken

Volu-Firm® Eye Renewal Cream: Targets deep lines, sagging skin, under-eye puffiness and dark circles. Use both morning and evening.



Powered by the Volu-Firm® complex, TimeWise Repair® is the scientifically advanced regimen that targets the advanced signs of aging like never before. **The regimen is clinically shown† to deliver these age-defying results:***

- Reduced look of deep lines and wrinkles, and improved look of wrinkle severity
- Lifted appearance is restored
- Improved skin firmness
- Improved skin elasticity
- Enhanced appearance of skin clarity
- Improved overall appearance

†Based on multiple 12-week independent clinical studies during which 33 to 45 women used each regimen* product individually once daily (day cream/night cream) or twice daily (serum/eye cream)

THE SCIENCE BEHIND THE PRODUCTS: THE VOLU-FIRM® COMPLEX

The patented Volu-Firm® Complex is the heart of the TimeWise Repair® regimen. It's a perfect union of three ingredients so vital to skin renewal that it is in every product.

A biomimetic peptide: helps support skin's natural processes* to help improve the appearance of sagging and wrinkles.

A skin-volume-supporting peptide: helps maintain natural hyaluronic acid*, a vital component of skin that plays a role in helping maintain youthful-looking volume and lift.

Plant stem cells: derived from gotu kola to help support the natural framework of the skin.*

*Based on in vitro testing of key ingredients.

FORMULA ATTRIBUTES:

- Suitable for sensitive skin
- Fragrance-free
- Oil-free (except Volu-Firm® Eye Renewal Cream)
- Non-comedogenic
- Dermatologist tested
- Clinically tested for skin irritancy and allergy (**Advanced Lifting Serum*** only)
- Suitable for contact lens wearers (**Advanced Lifting Serum*/Eye Renewal Cream** only)
- Suitable for sensitive eyes (**Advanced Lifting Serum*/Eye Renewal Cream** only)

USE UP RATE:

- Volu-Firm® Foaming Cleanser:** 2 months based on twice per day usage
- Volu-Firm® Advanced Lifting Serum*:** 1 month based on twice per day usage
- Volu-Firm® Day Cream SPF 30:** 3 months based on once per day usage
- Volu-Firm® Night Treatment with Retinol:** 2 months based on once per day usage
- Volu-Firm® Eye Renewal Cream:** 2.5 months based on twice per day usage

→ This product is not only for preventative, but also Repairs the damage that we have experienced. This is a scientifically advanced regimen and backed by extensive work at the Mary Kay Research Center, TimeWise Repair® targets the multiple reasons why skin ages.

*TimeWise Repair® Volu-Firm® Set (Discounted set includes Bonus TimeWise Repair® Volu-Firm® Advanced Lifting Serum, not intended for resale). Limit of 5 sets per Independent Beauty Consultant while supplies last until further notice. The Volu-Firm® Advanced Lifting Serum is **NOT FOR RESALE**. The Mary Kay® Satisfaction Guarantee does not apply for the replacement of this product, should the dispenser stop working.

TimeWise Repair Supplements:

TimeWise Repair® Deep Wrinkle Filler - Suggested Retail \$50

→ Regimen targets the multiple signs of advanced skin aging, TimeWise Repair® Volu-Fill® Deep Wrinkle Filler has a single focus – to give deep wrinkles the extra attention they need.

Deep wrinkle filler immediately fills in deep wrinkles. Encapsulated hyaluronic acid and flexible elastomers work together to effectively blur the appearance of wrinkles so you look more youthful.

The encapsulated hyaluronic acid stays where it's put – within deep wrinkles and lines – to fill in empty spaces and create a more uniform, even surface

Flexible elastomers are special microscopic fibers that provide a foundation for the encapsulated hyaluronic acid so it can have the most dramatic effect. The key word is "flexible," so you don't have to worry about making facial expressions or having that frozen-face look.

It visibly plumps the appearance of deep wrinkles. Encapsulated hyaluronic acid acts as a moisture magnet, attracting skin moisture to help deep wrinkles look visibly plumped.

Deep wrinkles are targeted by retinol, helping to minimize their appearance over time. TimeWise Repair® Volu-Fill® Deep Wrinkle Filler significantly impacts the appearance of all six wrinkle zones.*

Forehead creases, Between-the-brow creases, Crow's-feet, Smile lines, vertical lip lines and Marionette lines



Results based on assessment of improvement by an independent skin measurement expert after an eight-week independent clinical study in which 45 women used the product morning and night.

TimeWise Repair Revealing Radiance Facial Peel -

Suggested Retail \$68

→ With glycolic acid...This CHEMICALLY exfoliates the top 3 layers, breaking apart the bonds connecting thousands of dead cells so they can be released and plumper, fresher cells can take their place. This smooths skin, reducing the "hills & valleys" associated with a drier rougher texture. MK paired the glycolic acid with an exclusive blend of calming botanicals extracts and marine extract for hydrating benefits.

HOW TO APPLY: Thoroughly cleanse and dry skin. Apply a thin layer of Revealing Radiance™ Facial Peel on the face, avoiding the eye area, and massage gently into the skin. After 10 minutes, rinse skin thoroughly with warm water and pat dry.

Use two times weekly on non-consecutive evenings. Use sunscreen and limit sun exposure.

Thanks to the power of glycolic acid, skin's own natural renewal process is enhanced, younger-looking, more radiant skin is revealed.

See clinically tested results in two weeks!*

Skin looks brighter. Skin texture is significantly improved.

Fine lines and wrinkles look reduced. Skin tone looks more even.



**Results based on a four-week independent clinical study in which 45 women used TimeWise Repair® Revealing Radiance Facial Peel twice a week*

**Experience a luxurious
innovative, Korean beauty-
inspired mask that gives skin
the ultimate beauty boost.**

DO YOU WANT TO

BE YOU
and improved?

What's Korean Beauty?

- From editors and bloggers to industry insiders, those in the know look to Korea's forward-thinking beauty culture, known as "K-Beauty," for the latest skin care innovations.
- A breakout trend from the world of K-Beauty, sheet masks in various materials are gaining fans across the globe as an added boost to daily skin care routines.

The NEW *TimeWise Repair® Lifting Bio-Cellulose*

Mask is an intensive facial treatment that is an exciting addition to the *TimeWise Repair®* regimen.

Did You Know?

- Korean women demand the best from their skin care products. Their voracious appetite for innovative products drives extensive research and development, which helps bring some of the most innovative skin care products to the beauty world.
- Both industry insiders and consumers in the U.S. are starting to become obsessed with Korean beauty trends.
- Korean beauty products utilize unique ingredients (like snail mucus and bee venom, just to name a few) and unique product forms (bio-cellulose mask, oil cleanser).
- Mary Kay is at the forefront of research in an effort to bring interesting and unique products to our independent sales force, helping you to be one of the first to offer high-quality K-Beauty products to your customers.

What's Bio-Cellulose?

- Bio-cellulose is a pure, plant-based material derived from coconut water.
- Its interlocking fibers form a highly absorbent, three-dimensional "fabric," allowing the mask to be generously infused with a complex of beneficial ingredients known for their skin-conditioning benefits.
- This flexible material also gives the *TimeWise Repair®* Lifting Bio-Cellulose Mask a unique, face-hugging fit, keeping skin in close contact with the complex during 20 to 30 minutes of pampering "me" time.

**SEE A VISIBLE LIFT
IN JUST TWO WEEKS.***

A majority of women agreed

After a single use:

- Mask increases skin moisture levels for 24 hours.**

- Skin is visibly more radiant, soft and smooth.

After two weeks of use:*

- Skin looks lifted and firmed.
- Skin is younger-looking.
- Skin appears more luminous.



NEW!

***TimeWise Repair®*
Lifting Bio-Cellulose Mask**

MARY KAY®

*Results based on a four-week consumer study in which 300 women used the product twice a week.
**Based on a clinical skin-measurement study.

Mary Kay Naturally – Retails \$136 for the 4 piece set



MARY KAY

What You Need to Know

New! MARY KAY
NATURALLY™



Help us protect our COSMOS Natural certification!

We are so excited to enter the emerging natural skin care category with the launch of *Mary Kay Naturally*™. After extensive research, we learned that due to a lack of government regulations on the definition of "natural skin care," there is a great deal of scrutiny on this category. That's why we worked closely with a third party called EcoCert to earn the COSMOS Natural certification. This included a careful review of our products and marketing assets to ensure that everything we say about the certification is clear, accurate and approved.

As you promote this amazing new product line, please follow these guidelines:

- ⌚ **Fun and compelling educational and marketing assets are available** to help you sell *Mary Kay Naturally*™ with confidence. **It is very important to use the Company assets without alteration.** Taking creative license can expose Mary Kay to potential suspension of our COSMOS Natural certification. Check out all the great assets on *Mary Kay In Touch** > Products > Product Central.
- ⌚ **Please use approved images to avoid any misunderstanding.** Images and product packaging are just as important as the words. We want to avoid using any images (such as random flowers) that could potentially confuse customers about ingredients in the products.
- ⌚ **When you talk about *Mary Kay Naturally*™, use only the language provided about COSMOS and EcoCert.** We've taken great care to ensure we comply with the third-party standards. Small tweaks can make big differences.
- ⌚ Mary Kay defines *Mary Kay Naturally*™ products as at least 90% of ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Please make sure to refer to *Mary Kay Naturally*™ products as "**naturally derived**" or of "**natural origin**" to align with Mary Kay's definitions and the COSMOS standard.
- ⌚ While the current four products in the *Mary Kay Naturally*™ line are 99.49% or more naturally derived, please do not give the impression that the line will always be 99.49% or more naturally derived. Instead, reinforce the Mary Kay standard of "**at least 90 percent of ingredients are derived from natural sources.**"

MARY KAY *Naturally*TM

INGREDIENT LIBRARY

BAKING SODA (Sodium Bicarbonate)

Baking soda solutions are natural, traditional methods to soothe and cleanse dry skin and promote a more comfortable feeling. Included in *Mary Kay Naturally*TM Exfoliating Powder.

BEESWAX

A popular ingredient in skin care and cosmetic products, beeswax is an excellent protectant of the skin barrier. It helps to lock in moisture and leaves skin feeling soft. Included in *Mary Kay Naturally*TM Moisturizing Stick.

CANDELILLA WAX

Moisturization is an important component of basic daily skin care. Candelilla wax has protective properties that allow it to help prevent moisture loss from the skin. Included in *Mary Kay Naturally*TM Moisturizing Stick.

CARNAUBA WAX (Copernicia Cerifera Wax)

Carnauba wax (copernicia cerifera wax) provides emollient properties to help leave skin with a soft, hydrated feel. Included in *Mary Kay Naturally*TM Moisturizing Stick.

CITRIC ACID

Citric acid is used in topical formulations as an antioxidant. It also has beneficial effects similar to other exfoliants but can be gentler to the skin. Included in *Mary Kay Naturally*TM Exfoliating Powder.

CORNFLOWER FLORAL WATER (Centaurea Cyanus Flower Water)

Cornflower floral water (centaurea cyanus flower water) has a rich history of use for calming, soothing and skin conditioning. Native to Europe, cornflowers contain flavonoid antioxidants, which help fight free radicals. Included in *Mary Kay Naturally*TM Purifying Cleanser.

GLYCERIN

Skin-replenishing glycerin is a well-known humectant that attracts and retains water to help boost moisture levels. It is naturally occurring in skin. It not only helps condition skin but also helps give skin a soft, smooth feel. Derived from coconut and rapeseed and included in *Mary Kay Naturally*TM Purifying Cleanser.

HYDROGENATED CASTOR OIL

Hydrogenated castor oil has been processed into fine, wax beads to provide exfoliating benefits, which help skin cell turnover. Included in *Mary Kay Naturally*TM Exfoliating Powder.

MARY KAY

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MK Naturally Purifying Cleanser, Suggested Retail \$28

This creamy cleanser helps remove dirt to leave skin feeling refreshed, hydrated and comforted. After use, skin looks healthy and feels nourished and soothed.

Mary Kay Naturally™ products are free of: parabens, phthalates, synthetic fragrance, synthetic dyes, SLS/SLES

Formula attributes:

Gentle formulas for normal-to-dry skin types, Suitable for sensitive skin,

Clinically tested for skin irritancy and allergy, Dermatologist-tested, Non-comedogenic

The Mary Kay Naturally™ Purifying Cleanser is also free of silicone, mineral oil, alcohol and any ingredients that have been genetically modified.

Application Tips:

For best results, use with a cotton pad on damp skin.

For a customized cleansing experience combine with a bit of Mary Kay Naturally™ Exfoliating Powder.

99.49% Natural Origin *

**At least 90% of ingredients are derived*

from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients



MK Naturally Exfoliating Powder, Suggested Retail \$36

Exfoliating can help unclog pores which can help pores appear smaller.

This product prepares skin to receive the next step in your routine.

Mary Kay Naturally™ features quality, effective and naturally derived*products that are right in step with your daily routine. You can use all the Mary Kay Naturally™ products together or add them to your other Mary Kay® skin care to build a regimen that suits your individual needs.

Add this gentle exfoliator as an essential step in your customized skin care routine.

Formula attributes:

Gentle formulas for normal-to-dry skin types,

Suitable for sensitive skin,

Clinically tested for skin irritancy and allergy,

Dermatologist-tested, Non-comedogenic



**At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.*

Application Tips:

Can be used 2 to 3 times per week or daily if preferred

Use a dime-sized amount up to a quarter-sized amount mixed with water for customized exfoliation.

Can be mixed with Mary Kay Naturally™ Purifying Cleanser or Mary Kay Naturally™ Hydrating Oil for a personalized exfoliating experience.

MK Naturally Nourishing Oil, Suggested Retail \$50

This quick-absorbing oil leaves skin feeling hydrated and looking revitalized.

Mary Kay Naturally™ products are free of: parabens, phthalates, synthetic fragrance, synthetic dyes, SLS/SLES

The Mary Kay Naturally™ Nourishing Oil is also free of silicone, mineral oil and alcohol or any ingredients that have been genetically modified.

100% Natural Origin*



Revitalize skin and leave it feeling hydrated and nourished with this lightweight-feeling oil. Leaves skin feeling satiny smooth, soft and supple with a healthy glow. Mary Kay Naturally™ features quality, effective and naturally derived* products that are right in step with your daily routine. You can use all the Mary Kay Naturally™ products together or add them to your other Mary Kay® skin care to build a regimen that suits your individual needs.

Formula attributes:

Gentle formulas for normal-to-dry skin types, Suitable for sensitive skin

Clinically tested for skin irritancy and allergy, Dermatologist-tested

Non-comedogenic

Application Tips

Can be used all over, including on the face, cuticles, elbows, even ends of hair

Can mix 1 to 2 drops with your moisturizer or foundation for a customized beauty experience*

Can be used with your morning or evening routine or both

*It is not recommended to mix the oil with sunscreen or acne products. You can apply one product followed by another, but avoid mixing together as one application.

MK Naturally Moisturizing Stick, Suggested Retail \$26

Get immediate relief from dryness in a totable, targeted balm. Skin feels nourished, soothed and softer after use.

Mary Kay Naturally™ products are free of: parabens, phthalates, synthetic fragrance, synthetic dyes, SLS/SLES

This targeted moisture solution leaves skin feeling moisturized and conditioned to help relieve dry areas and to help soften rough patches. Mary Kay Naturally™ features quality, effective and naturally derived* products that are right in step with your daily routine. You can use all the Mary Kay Naturally™ products together or add them to your other Mary Kay® skin care to build a regimen that suits your individual needs.

Formula attributes:

Gentle formulas for normal-to-dry skin types, Suitable for sensitive skin

Clinically tested for skin irritancy and allergy, Dermatologist-tested

Non-comedogenic

Application Tips:

Use on any dry areas, such as face, elbows, knees, cuticles or heels.

(If using in multiple areas, it is recommended to have a Mary Kay Naturally™ Moisturizing Stick dedicated only to the heels/feet as well as one dedicated to the lips.)



MARY KAY

MARY KAY CLINICAL SOLUTIONS™ RETINOL 0.5 SET

AT-A-GLANCE



RETINOL 0.5 SET, \$120

This two-step dermocosmetic system features retinol 0.5 and calm + restore facial milk. Each product is also sold individually.

First-time users of high-concentration retinol* are recommended to follow Mary Kay's gentle retinization process, developed in association with leading dermatologists.

By gradually increasing exposure, your skin has time to adapt to the potency of this formula.

Retinized users, those who already use high-concentration retinol products, may apply retinol 0.5 every other evening for the first two weeks, then gradually increase frequency to every evening, as tolerated.

RETINOL 0.5, \$78



Mary Kay Clinical Solutions™ Retinol 0.5 delivers pure, potent retinol at a 0.5% clinically proven concentration.

In an eight-week independent clinical study of *Mary Kay Clinical Solutions™* Retinol 0.5, 100 percent of women experienced improvement in skin smoothness and skin radiance.**

The perfect nighttime supplement to most skin care regimens, retinol 0.5 was also shown to improve the appearance of wrinkles, discoloration and loss of firmness.



CALM + RESTORE FACIAL MILK, \$50

Mary Kay Clinical Solutions™ Calm + Restore Facial Milk features plant oils (coconut, jojoba seed, safflower and olive oils) to deliver a power shot of rich fatty acids to nourish and soothe skin.

Glycerin and sugarcane squalane are known to help prevent water loss. This benefit is essential during the retinization period when skin is prone to increased dryness.

In clinical testing, the facial milk was shown to:

- **CALM** irritated skin.††
- **DELIVER** instant hydration.††



*TimeWise Repair® products do not contain pure retinol. TimeWise Repair® products contain an encapsulated, controlled-release retinol that's not designed to retinize your skin. If TimeWise Repair® products are your only source for retinol, Mary Kay recommends following the retinization process to help skin adjust to the potency of the high-concentration retinol found in *Mary Kay Clinical Solutions™* Retinol 0.5.

**Results based on an independent expert evaluation assessing 22 women during an eight-week clinical study in which women used retinol 0.5 every other night for the first two weeks, then applied nightly weeks 3-8. Data reflects the percentage of panelists who showed improvement or the percentage of improvement for an attribute compared to baseline measurements taken at the beginning of the study.

†It is not recommended for users of *Clear Proof®* Acne System to supplement with retinol 0.5.

††Results based on two independent clinical studies in which women used the calm + restore facial milk.

All prices are suggested retail.

MARY KAY

BRING ON NEXT-LEVEL SKIN CARE!



No matter what your skin care routine is, get ready to transform your complexion with these targeted treatments and to make your fresh-faced dreams come true. Mary Kay Clinical Solutions® can take it to the next level with our Retinol 0.5 Set and a mix of boosters for specific skin care concerns.

SO YOU WANT TO PREVENT AND REVERSE THE SIGNS OF AGING?

KEY BENEFITS

SO YOU WANT A MOISTURIZING BOOST?

SO YOU WANT A BRIGHTER, MORE EVEN SKIN TONE?

SO YOU WANT TO CALM AND NOURISH SKIN?

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SO YOU WANT A MOISTURIZING BOOST?

CONTACT ME, your Independent Beauty Consultant, to BRING ON YOUR BEST SELF!

All prices are suggested retail.

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Apply your booster(s) after cleansing and toning.

Squeeze 6 to 8 drops (depending on personal preference) on the skin's surface.

Then smooth evenly onto face.

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

Do not use Mary Kay Clinical Solutions® Retinol 0.5 if you are pregnant, lactating or planning to become pregnant. This product cannot be shipped to or sold in the Dominican Republic due to local regulations.

MARY KAY CLINICAL SOLUTIONS®

Boosters are dermocosmetic products containing high-concentration ingredients that have been clinically proven for their efficacy.



ADD BOOSTERS TO YOUR ALREADY-ESTABLISHED SKIN CARE ROUTINE TO TARGET SPECIFIC SKIN CONCERNs.

BEST FOR	LINES + WRINKLES	HYDRATION	BRIGHTNESS / UNEVEN SKIN TONE	SMOOTHNESS
KEY INGREDIENTS	VITAMIN C – Clinically shown to improve the appearance of lines and wrinkles caused by photodamage. RESVERATROL – A highly potent antioxidant with the ability to fight visible signs of skin aging. ACETYL HEXAPEPTIDE-8 – A skin-restoring peptide that helps diminish signals that over time lead to lines and wrinkles.	HYALURONIC ACID (HA) – A powerhouse humectant known to bind more than 1,000 times its weight in water. Two forms of HA take a dual-action approach to combating dry skin. CERAMIDE – Essential for the retention of skin moisture.	FERULIC ACID – A high-potency antioxidant that acts like a shield to defend from external factors that may lead to skin discoloration. NIACINAMIDE – A form of vitamin B3, this essential nutrient is a brightening super power. NAVY BEAN EXTRACT – An ingredient known for its brightening efficacy.	POLYHYDROXY ACID – PHA provides gentle exfoliation on the skin's surface. ALPHA-HYDROXY ACID – AHA provides deep exfoliation below the skin's surface. GLYCERIN – A humectant that helps boost moisture levels.
KEY BENEFITS	Takes wrinkle reduction to the next level with renowned ingredients.	Supports skin's barrier with a unique boost of highly targeted moisturizing ingredients.	Addresses multiple pathways to reduce uneven skin tone and boosts skin's brightness with a trio of proven skin-brightening ingredients.	Accelerates surface skin renewal and gently dissolves dead skin cells with a trio of proven skin-smoothing ingredients.
HOW TO USE	This booster can be applied both mornings and evenings. It can be layered with HA + Ceramide Hydrator. If using Retinol 0.5 after the retinization process is complete, apply this booster in the mornings and prior to Retinol 0.5 in the evenings.	This booster can be applied both mornings and evenings. It can be layered with HA + Ceramide Hydrator.	This booster can be applied both mornings and evenings. It can be layered with HA + Ceramide Hydrator. If using Retinol 0.5 after the retinization process is complete, apply this booster in the mornings and prior to Retinol 0.5 in the evenings.	This booster can be applied 2 or 3 times per week in the evenings. It can be layered with HA + Ceramide Hydrator. This product contains AHA, which may increase your skin's sensitivity to the sun. Use broad-spectrum SPF sunscreen protection, and limit sun exposure while using this product. DO NOT USE with Retinol 0.5, with Clear-Proof® products containing salicylic acid or on the same day as other exfoliating products.
USE-UP RATE AVERAGE	One month when used twice daily	One month when used twice daily	One month when used twice daily	4 to 5 months when used 2 or 3 times per week

Depending on the skin care concern, you or your customer may choose to incorporate more than one booster. Learn more in the HOW TO USE section.

Smoothed. Soothed. Protected. Clean Face Solutions for Every Man

MKMen® Daily Facial Wash

\$18 Retail

- Washes away grit and grime
- Visibly reduces excess oil
- Helps prepare skin for shaving
- Pores feel deep-down clean
- Leaves skin feeling energized



MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*

\$26 Retail

- Helps energize dull skin
- Helps combat the look of fatigue
- Helps promote a clear and bright complexion
- Leaves skin feeling firm
- Helps control oil



MKMen® Cooling After-Shave Gel

\$18 Retail



PRODUCT POSITIONING

An aftershave should be considered the finishing step of shaving to combat the localized dryness and dull-looking skin that can come after shaving. The welcome relief of MKMen® Cooling After-Shave Gel helps calm razor burn, leaving skin feeling soft and moisturized. This blue gel contains ingredients that soothe, cool and refresh the skin.