

OUR PRODUCT MARKETING GROUP SAYS,

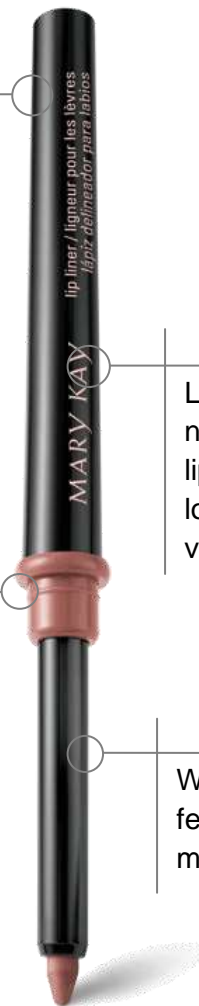
“ A lip liner is an absolute for the woman who wants a more defined, polished lip or for those who may be concerned with feathering or bleeding of their lip color. ”

Contains age-fighting ingredients including an antioxidant (dipalmitoyl hydroxyproline) that helps protect elastin* and vitamin E to help protect lips from free radicals and environmental damage

Prevents lip color from feathering and bleeding

Long-wearing formula nourishes and helps protect lips and helps keep lips looking young and voluminous

Waterproof formula feels velvety and moisturizing on lips



FACT: When you choose a shade of Lip Liner that coordinates with your natural lip tone – it helps make your lips look fuller, contoured and flawless.

* Based on in vitro testing

PRODUCT POSITIONING

Velvety liner helps lip color stay in place for hours while helping diminish the appearance of fine lines.

BENEFITS AND CLAIMS

- Contains age-fighting ingredients including an antioxidant (dipalmitoyl hydroxyproline) that helps protect elastin* and vitamin E to help protect lips from free radicals and environmental damage
- Long-wearing
- Nourishes and helps protect lips and helps keep lips looking young and voluminous
- Prevents lip color from feathering and bleeding
- Feels velvety and moisturizing on lips
- Waterproof
- Helps keep lips looking young and voluminous

*Based on in vitro testing

TARGET CUSTOMER

- Existing or new customers who are looking for a creamy, smooth-glide lip liner
- Existing or new customers who want age-fighting benefits in their lip color
- Existing or new customers who are concerned with preventing feathering/bleeding of their lipstick

HOW IT WORKS

- The delicate lip area is prone to excessive moisture loss and as lips age, they become thinner and fine lines and wrinkles become more obvious on and around the lips. This formula is a creamy formula that doesn't sacrifice wear time and is chock full of age-fighting ingredients that help lips appear smooth and help protect lips while preventing feathering and bleeding for a perfectly, polished look.
- The neutral, lip-tone based shade palette can help streamline a woman's makeup routine because one liner will accommodate all lip color shades and will provide a subtle way to prevent feathering and bleeding. No more guessing which liner shade matches your lipstick shade.
- With a shaper built into the cap, the consumer has a choice on how thick or how thin she draws her line.

KEY INGREDIENTS AND FUNCTIONS

dipalmitoyl hydroxyproline	An antioxidant that helps protect elastin*
Vitamin E	Helps protect lips from free radicals and environmental damage.

*based on in vitro testing

APPLICATION TIPS

- For a fool-proof application, choose a shade close to the color of your lips.
- To achieve an intense polished look, use a shade just slightly darker than the color of your lip.
- To extend the wear of your lip color, begin with outlining your lips before filling in the entire lip with your lip liner. Then apply your lip stick or lip gloss.
- To visually enlarge your lips, try a lighter shade on the upper lip, applied slightly outside your natural lip line. Use a slightly darker shade below the center of the fullest part of your lower lip.
- To visually reduce your lips, try a shade slightly darker than the color of your lips. Apply is just slightly inside your natural lip line. You may even combine it with an even darker shade in the outer corners of your lips.

YOU MAY ALSO LIKE

- Mary Kay® Nourishine Plus® Lip Gloss
- Mary Kay® Gel Semi-Shine Lipstick
- Mary Kay® Gel Semi-Matte Lipstick
- TimeWise® Age-Fighting Lip Primer
- Satin Lips® Set

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Dermatologist-tested
✓	Fragrance-Free
✓	Suitable for sensitive skin.

USE-UP RATE

Depends on customer's individual usage.