

# ***TimeWise® Miracle Set®***

## Frequently Asked Questions

### **1. Why did you change *TimeWise Miracle Set 3D®*?**

During the last few years, we identified some opportunities to build on the successful foundation of the original set while pinpointing incremental, impactful improvements, such as enhancing aesthetics and having two separate moisturizers for day and night.

Our Research and Development Team has analyzed, listened, formulated and tested to create a *TimeWise® Miracle Set®* that delivers a familiar yet reimagined experience. This will provide you with more opportunities to attract customers and provide them with amazing products at an amazing value. And one that your *TimeWise* customers – both current and new – will love! And with these changes, there are options for every *TimeWise®* product user: the *TimeWise® Miracle Set®*, an ultimate set with the addition of the Eye Cream and a “basic set” of the cleanser and moisturizer for customers who may be price sensitive.

### **2. How is the NEW *TimeWise® Miracle Set®* different from the current *TimeWise Miracle Set 3D®*?**

The NEW *TimeWise® Miracle Set®* has been reimagined to support skin’s critical needs during the day and unique function at night with two new product forms and formulas – *TimeWise®* Daytime Defender Sunscreen Broad Spectrum SPF 30\* and *TimeWise®* Nighttime Recovery. Both products include unique ingredients to reinforce skin’s natural physiological shifts from protection during the day to recovery at night.

The set also features a new single moisturizer designed for twice-daily use, which of course contains our patented and extensively researched *TimeWise 3D®* Complex – as does every product in the NEW *TimeWise® Miracle Set®*. This means that you now have two products that deliver the complex to your skin twice a day (moisturizer + day product or night product), so skin has more of what it needs. The set still contains the cleanser you know and love. And the Eye Cream, which still features the *TimeWise 3D®* Complex, is still available and can be added to the set to create an Ultimate *TimeWise® Miracle Set®*.

### **3. Does the NEW *TimeWise® Miracle Set®* have the same benefits as the current *TimeWise Miracle Set 3D®*?**

You can be confident that you are *not* losing any benefits, but in fact, getting some great new additions! You’ll still receive the benefits of our exclusive, patented *TimeWise 3D®* Complex in every product in addition to clear day- and night-specific benefits.

**4. Should I no longer say that the NEW *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> defends, delays and delivers?**

If you've been using defends, delays and delivers successfully in your business, you can certainly continue to do so as it still applies to the new set.

**5. Is the *TimeWise 3D*<sup>®</sup> Complex the same as the *Age Minimize 3D*<sup>®</sup> Complex?**

Yes. It is the same complex just with a more concise name and still features encapsulated resveratrol, vitamin B3 and an age-defying peptide.

**6. Why is a second application of the *TimeWise 3D*<sup>®</sup> Complex important? Will I see double the benefits, or does it work twice as fast?**

In just a few short years, exposure to environmental aggressors that impact skin has heightened – such as more LED screen time than ever before, pollution regardless of where you live, etc. In addition, independent research of the complex since its launch continued, further proving its efficacy against environmental aggressors. This combination signaled an opportunity to immerse the entire face and neck with two applications of the innovative and now patented *TimeWise 3D*<sup>®</sup> Complex, reinforcing the skin's ability to stay looking its best longer. It was not tested to demonstrate that it provides double the benefits or works twice as fast.

**7. What do I tell my customers who like the current *TimeWise Miracle Set 3D*<sup>®</sup> and may not want to change?**

You can assure your customers that the reimagined set delivers the age-defying benefits they love – including improvement in the appearance of fine lines, firmness and more even skin tone. If they loved having individual day and night products, you can excite them with the news of the brand-new product forms and formulas designed to reinforce skin's natural physiological shifts specific to day and night needs. And you can help them feel confident that their skin's moisturization needs will be more than met with a single moisturizer designed for twice-daily use that also delivers a second infusion of our exclusive *TimeWise 3D*<sup>®</sup> Complex to the face and neck.

**8. What are the benefits of using all the products together?**

When you use all the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products together, you can experience both short- and long-term skin benefits including:

- Protection against UV rays.
- Fewer visible lines and wrinkles.
- Increased firmness.
- Improved radiance.
- Added hydration.
- Improved skin texture.
- Better overall appearance.

Plus, using the three-step regimen both morning and night provides skin with around-the-clock care and a double infusion of the *TimeWise 3D*<sup>®</sup> Complex while reinforcing skin's natural physiological shift from day to night.

**9. Why is SPF in the *TimeWise*<sup>®</sup> *Daytime Defender Sunscreen Broad Spectrum SPF 30*\* instead of in the *Antioxidant Moisturizer*?**

The nongreasy *TimeWise*<sup>®</sup> *Daytime Defender Sunscreen Broad Spectrum SPF 30*\* is designed to meet skin's unique needs during the day, including supporting the skin's moisture barrier with

prickly pear extract\*\* and protecting skin from harmful UVA and UVB rays. This gives *TimeWise*<sup>®</sup> Daytime Defender Sunscreen Broad Spectrum SPF 30\* a clear focus on reinforcing skin's physiological protection traits during the day. The *TimeWise*<sup>®</sup> Antioxidant Moisturizer then can deliver lightweight but effective 12 hours of hydration† suitable for use both day and night. When these two products are used together, skin receives a double application of the patented *TimeWise 3D*<sup>®</sup> Complex.

**10. Why is the *TimeWise*<sup>®</sup> Eye Cream no longer part of the set?**

With the Eye Cream being sold separately, it allows Independent Beauty Consultants to continue to provide comprehensive skin care options while potentially earning more. Women wanting a more inclusive approach to helping prevent premature skin aging can choose an Ultimate *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> that includes the Eye Cream. Women who are more price sensitive or who are just starting a skin-wellness routine may want to start with the cleanser and moisturizer. This flexibility can make it easier to sell and gain loyalty by allowing more women to experience the benefits of these *TimeWise*<sup>®</sup> products in a way that meets their current needs and budgets.

**11. What are the vitamin derivatives in the pink beads in *TimeWise*<sup>®</sup> Nighttime Recovery?**

The pink beads, which are part of the *Nutribeads*<sup>®</sup> Duo, contain a blend of vitamins A, C and E derivatives.

**12. Are the beads in the *TimeWise*<sup>®</sup> 4-in-1 Cleanser the same as those in *TimeWise*<sup>®</sup> Nighttime Recovery?**

No. There are two types of beads in the *TimeWise*<sup>®</sup> 4-in-1 Cleanser: one made with plant-derived waxes and the other made with polysaccharides. Both are well-suited for use in exfoliating skin care formulas such as cleansers. The beads are not made of plastics or microbeads. The *Nutribeads*<sup>®</sup> Duo in *TimeWise*<sup>®</sup> Nighttime Recovery are both made from cellulose.

**13. Do the beads in *TimeWise*<sup>®</sup> Nighttime Recovery exfoliate like the beads in *TimeWise*<sup>®</sup> 4-in-1 Cleanser?**

No. The cellulose beads in *TimeWise*<sup>®</sup> Nighttime Recovery burst when dispensed through the pump to release the ingredients fresh to your skin.

**14. How is *TimeWise*<sup>®</sup> 4-in-1 Cleanser different from *Age Minimize 3D*<sup>®</sup> 4-in-1 Cleanser?**

The two products are very similar, and both include our patented *TimeWise 3D*<sup>®</sup> Complex. Slight ingredient modifications were made to the formula that do not impact the aesthetics or performance. It is still the essential first step to healthy, beautiful skin. You can expect the same great 4-in-1 benefits from *TimeWise*<sup>®</sup> 4-in-1 Cleanser as you did with *Age Minimize 3D*<sup>®</sup> 4-in-1 Cleanser, but in a more sustainable tube and certified FSC 100% cartons. For more information on Forest Stewardship Council, visit <https://fsc.org/en/what-the-fsc-labels-mean>.

**15. How is *TimeWise*<sup>®</sup> Antioxidant Moisturizer different from *Age Minimize 3D*<sup>®</sup> Day Cream SPF 30 Broad Spectrum Sunscreen\* and *Age Minimize 3D*<sup>®</sup> Night Cream?**

*Age Minimize 3D*<sup>®</sup> Day Cream SPF 30 Broad Spectrum Sunscreen\* and Night Cream were designed to deliver multiple benefits, including moisturization and day- and night-specific benefits. The lightweight, nongreasy *TimeWise*<sup>®</sup> Antioxidant Moisturizer is intended for twice-daily use and does not feature day- or night-specific benefits. Instead, it focuses on delivering 12 hours of hydration† plus the benefits of our exclusive, patented *TimeWise 3D*<sup>®</sup> Complex for a double infusion to the face and neck in the morning and at night when used with the NEW Daytime

Defender Sunscreen Broad Spectrum SPF 30\* and Nighttime Recovery. It also features a more sustainable tube and certified FSC 100% cartons. For more information on Forest Stewardship Council, visit <https://fsc.org/en/what-the-fsc-labels-mean>.

**16. How is *TimeWise*® Antioxidant Moisturizer different from *TimeWise*® Age-Fighting Moisturizer?**

*TimeWise*® Antioxidant Moisturizer features our innovative, scientifically proven and now patented *TimeWise 3D*® Complex to provide three critical dimensions of skin support (antioxidants, brightening and collagen) and helps protect against the causes of premature visible skin aging. This new moisturizer delivers 12 hours of hydration<sup>†</sup> with a similar aesthetic to the original *TimeWise*® Age-Fighting Moisturizer but in a more sustainable tube and certified FSC 100% cartons. For more information on Forest Stewardship Council, visit <https://fsc.org/en/what-the-fsc-labels-mean>.

**17. How are the Normal/Dry formulas different from the Combination/Oily formulas?**

- The Normal/Dry *TimeWise*® 4-in-1 Cleanser features a creamy consistency while the Combination/Oily formula is a gel. Both provide a gentle lather.
- The Normal/Dry *TimeWise*® Antioxidant Moisturizer is a luxurious lotion that leaves skin feeling nourished while the Combination/Oily formula has a slightly lighter texture and helps keep skin feeling balanced.

**18. How is *TimeWise*® Eye Cream different from *Age Minimize 3D*® Eye Cream?**

The two products are very similar, and both include our patented *TimeWise 3D*® Complex. Slight ingredient modifications were made to the formula that do not impact the aesthetics or performance. You can still expect the same great eye area benefits from *TimeWise*® Eye Cream as you did with *Age Minimize 3D*® Eye Cream. It also features packaging that is more sustainable.

**19. Why is the fill weight less for the *TimeWise*® Antioxidant Moisturizer (3 oz.) for twice-daily use compared to the *Age Minimize 3D*® Day Cream SPF 30 Broad Spectrum Sunscreen\* and *Age Minimize 3D*® Night Cream combined (3.4 oz.)?**

The *TimeWise*® Antioxidant Moisturizer (3 oz.) focuses on delivering 12 hours of hydration<sup>†</sup> and is intended for twice-daily use alongside *TimeWise*® Daytime Defender Sunscreen Broad Spectrum SPF 30\* (1 oz.) and *TimeWise*® Nighttime Recovery (1 oz.). This means you get two applications of the *TimeWise 3D*® Complex absorbed into the face and neck from the 5 oz. of product for your day and night routines compared to the 3.4 oz. of product found between *Age Minimize 3D*® Day Cream SPF 30 Broad Spectrum Sunscreen\* and *Age Minimize 3D*® Night Cream.

**20. Why do *Age Minimize 3D*® Day Cream SPF 30 Broad Spectrum Sunscreen,\* *Age Minimize 3D*® Day Cream and *Age Minimize 3D*® Night Cream have a smaller fill weight (1.7 oz. for \$34 suggested retail price each) than *TimeWise*® Antioxidant Moisturizer (3 oz. for \$34 suggested retail price) but cost the same?**

*Age Minimize 3D*® Day Cream SPF 30 Broad Spectrum Sunscreen,\* *Age Minimize 3D*® Day Cream and *Age Minimize 3D*® Night Cream each combine the benefits of a moisturizer with day- or night-specific benefits in addition to our exclusive, patented *TimeWise 3D*® Complex. The multiple benefits and unique ingredients lead to a higher cost per ounce for these products.

*TimeWise*<sup>®</sup> Antioxidant Moisturizer focuses on delivering 12 hours of hydration<sup>†</sup> in addition to the benefits of our exclusive, patented *TimeWise 3D*<sup>®</sup> Complex. Because it does not include day- or night-specific ingredients, we are able to offer this moisturizer at a lower cost per ounce.

**21. Why is *Age Minimize 3D*<sup>®</sup> no longer in the product names but the complex is still in the products?**

In updating the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup>, we took the opportunity to shorten each product name by removing *Age Minimize 3D*<sup>®</sup>. Not only does this help differentiate from the previous *Miracle Set*<sup>®</sup>, but it also creates simpler, easier-to-remember names.

**22. What is the order of application for the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup>?**

Morning:	Evening:
<i>TimeWise</i> <sup>®</sup> 4-in-1 Cleanser	<i>TimeWise</i> <sup>®</sup> 4-in-1 Cleanser
<i>TimeWise</i> <sup>®</sup> Antioxidant Moisturizer	<i>TimeWise</i> <sup>®</sup> Nighttime Recovery
<i>TimeWise</i> <sup>®</sup> Daytime Defender	<i>TimeWise</i> <sup>®</sup> Antioxidant Moisturizer
Sunscreen Broad Spectrum SPF 30*	

While the moisturizer step is different between morning and evening, this order of application is consistent with applying your SPF product as the last step in your morning routine, while the evening routine is consistent with applying products from thinnest to thickest. This has been the Mary Kay recommendation for many years and reflects the evolution of our portfolio and formulas as well as being easy to learn with one consistent approach to SPF order of application.

**23. What is the order of application if I also use *TimeWise*<sup>®</sup> *Eye Cream*?**

Apply *TimeWise*<sup>®</sup> *Eye Cream* with clean fingers as your last step, morning and evening.

**24. What is the order of application for the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> plus *TimeWise Replenishing Serum C+E*<sup>®</sup>?**

Apply *TimeWise Replenishing Serum C+E*<sup>®</sup> after *TimeWise*<sup>®</sup> 4-in-1 Cleanser in both the morning and evening, then continue with the rest of the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> order of application.

**25. What is the order of application for the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> plus the *Mary Kay Clinical Solutions*<sup>®</sup> boosters?**

Apply your *Mary Kay Clinical Solutions*<sup>®</sup> booster following your cleansing step in both the morning and evening, then continue with the rest of the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> order of application. Note that the *Mary Kay Clinical Solutions*<sup>®</sup> PHA + AHA Resurfacer should only be applied in the evening, 2 or 3 times per week.

**26. Can the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> be used with *Mary Kay Clinical Solutions*<sup>®</sup> *Retinol 0.5*? What is the order of application?**

Yes. In the evening, after cleansing with *TimeWise*<sup>®</sup> 4-in-1 Cleanser, apply *Mary Kay Clinical Solutions*<sup>®</sup> *Retinol 0.5* to dry skin. Waiting 5 to 10 minutes after cleansing may reduce the potential for skin discomfort. If you're using the Ultimate *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup>, on nights you're applying *Retinol 0.5*, apply your *Eye Cream* BEFORE you apply *Retinol 0.5*, due to potential irritation that can occur if applied with residual retinol on your fingertips. After absorption, you may apply *Mary Kay Clinical Solutions*<sup>®</sup> *Calm + Restore Facial Milk*, followed by *TimeWise*<sup>®</sup> *Nighttime Recovery* and *Antioxidant Moisturizer*.

**27. Do the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products contain fragrance?**

No. The products in the set do not contain fragrance.

**28. Do the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products contain oil?**

No. The products in the set do not contain oil.

**29. Do the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products contain parabens?**

No. The products in the set do not contain parabens.

**30. Are the products gluten-free?**

While wheat-derived ingredients are not common in *Mary Kay*<sup>®</sup> products, we do not claim any *Mary Kay*<sup>®</sup> products to be certified gluten-free. We are not aware of ingredients in the wheat/gluten category for *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products. We recommend you refer your customers to the full ingredient list on the carton packaging so they can make an informed decision.

**31. Are the products vegan?**

*TimeWise*<sup>®</sup> Daytime Defender Sunscreen Broad Spectrum SPF 30\* contains an animal-derived ingredient – beeswax. The remaining products do not contain animal-derived ingredients.

**32. Are the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products suitable for all skin types? Are they suitable for sensitive skin?**

Yes. The *TimeWise*<sup>®</sup> 4-in-1 Cleanser and *TimeWise*<sup>®</sup> Antioxidant Moisturizer were developed specifically to provide a choice in Normal/Dry and Combination/Oily formulas. The *TimeWise*<sup>®</sup> Daytime Defender Sunscreen Broad Spectrum SPF 30\* and *TimeWise*<sup>®</sup> Nighttime Recovery are suitable for use on all skin types. All products are suitable for sensitive skin.

**33. Is *TimeWise*<sup>®</sup> Eye Cream suitable for all skin types? Is it suitable for sensitive eyes?**

Yes. *TimeWise*<sup>®</sup> Eye Cream is suitable for all skin types and for sensitive eyes.

**34. Is the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> still suitable for women with rosacea?**

The *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> was not tested specifically on women with rosacea. If a woman has a skin condition like rosacea, she might want to consult a dermatologist before using the products, and as with any new skin care routine, it is recommended to first test the products on a small area of skin.

**35. Are the products suitable for pregnant women?**

While these products were not tested on pregnant or nursing women, Mary Kay is committed to providing safe, quality products to its independent sales force members and their consumers. As with any skin care routine, if a woman is pregnant or nursing, it is recommended that she consult her health care provider before using the products.

**36. What is the use-up rate for each product? And how much should I use?**

Please note use-up rate will vary depending on individual usage:

- *TimeWise*<sup>®</sup> 4-in-1 Cleanser – approximately 2 months based on a dime-sized dollop used twice a day.

- *TimeWise*<sup>®</sup> Antioxidant Moisturizer – approximately 1.5 months based on a dime-sized dollop used twice a day.
- *TimeWise*<sup>®</sup> Daytime Defender Sunscreen Broad Spectrum SPF 30\* – approximately 1.5 months based on 6 pumps used once a day.
- *TimeWise*<sup>®</sup> Nighttime Recovery – approximately 1.5 months based on 6 pumps used once a day.
- *TimeWise*<sup>®</sup> Eye Cream – approximately 2 months based on a pea-sized dollop used twice a day.

\*Over-the-counter drug product

\*\*Based on in vitro studies

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