MARY KAY® SKIN CARE WORKSHOP

OBJECTIVES

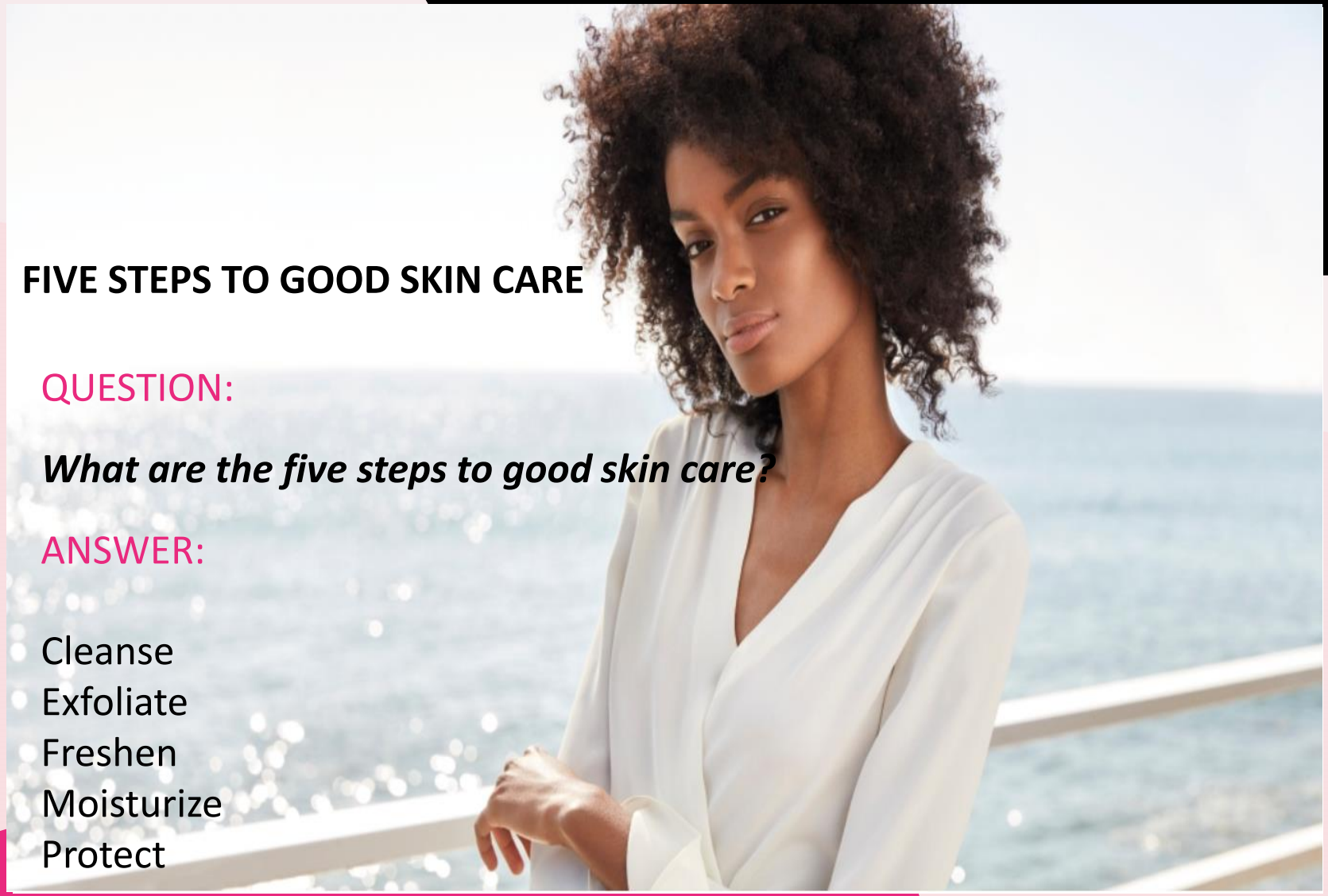
Upon completion of the Skin Care Workshop,
you will be able to:

- Recommend the appropriate product line for your customers' needs

- Share characteristics of each Mary Kay® product line
  - Benefits and ingredients found in Mary Kay® products
  - Marketplace need driving the line's existence
  - Target customer

OUTLINE

- Five Steps to Good Skin Care
- The Importance of Customized Skin Care
- Mary Kay® Options
  - TimeWise® Miracle Set 3D™
  - TimeWise Repair®
  - Botanical Effects® Skin Care
  - Mary Kay® Facial Cleansing Cloths
  - MKMen®



FIVE STEPS TO GOOD SKIN CARE

QUESTION:

What are the five steps to good skin care?

ANSWER:

Cleanse
Exfoliate
Freshen
Moisturize
Protect

IMPORTANCE OF CUSTOMIZED SKIN CARE

Everyone's skin type is different.

Ask questions to get to know your customer's skin type and beauty preferences before making a skin care recommendation.

1. How does your skin feel when you wake up in the morning?
2. How about halfway through the day?
3. What do your pores look like?
4. What is your least favorite season for your skin?
5. What one skin care item do you always carry with you?

MARY KAY® PRODUCT LINES

Customized Skin Care

- TimeWise® Skin Care
- Botanical Effects® Skin Care
- Clear Proof™ Acne Skin Care
- TimeWise Repair®

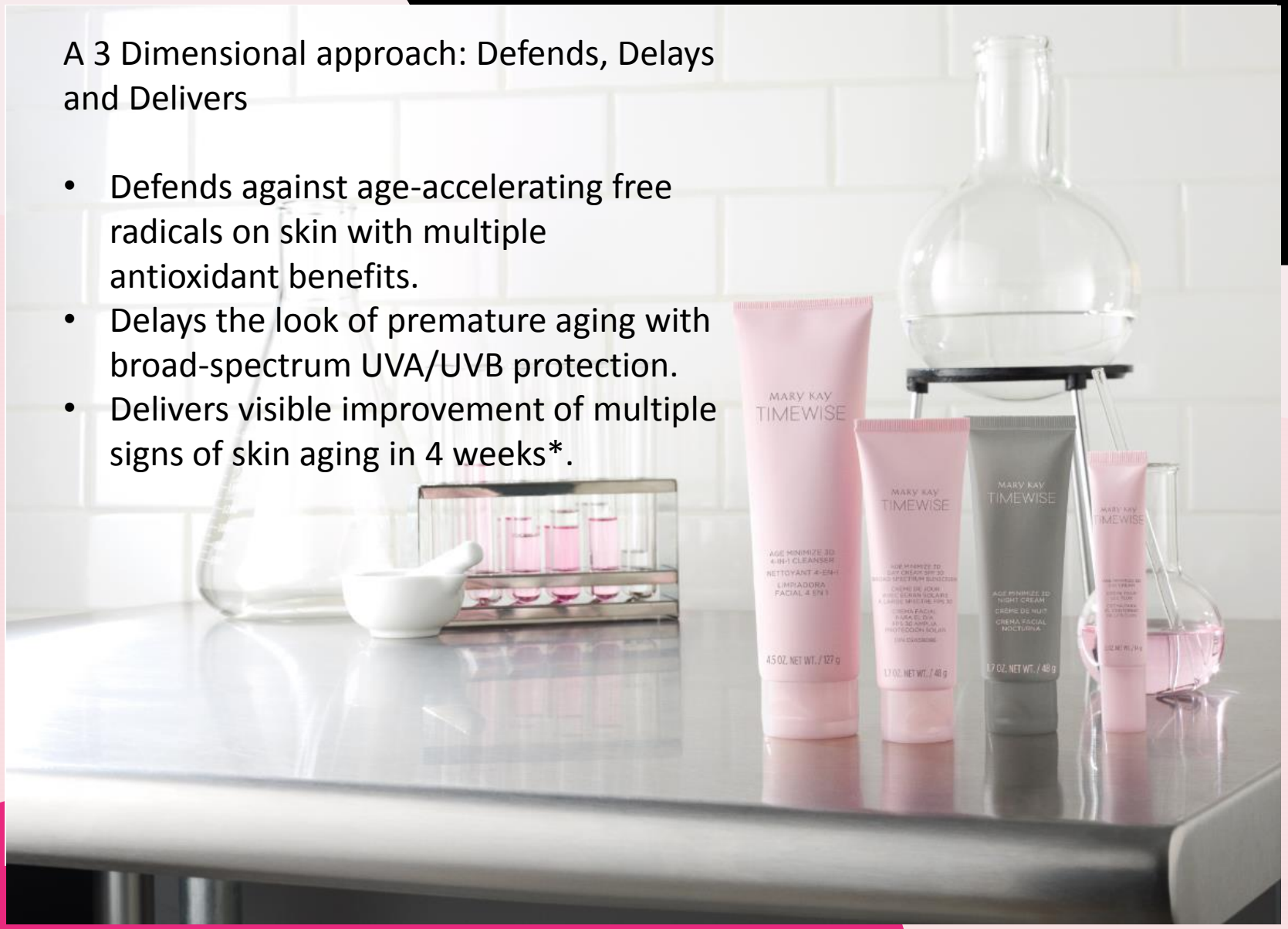
Other Skin Care Options

- Mary Kay® Facial Cleansing Cloths
- MKMen®

TimeWise® Miracle Set 3D

A 3 Dimensional approach: Defends, Delays and Delivers

- Defends against age-accelerating free radicals on skin with multiple antioxidant benefits.
- Delays the look of premature aging with broad-spectrum UVA/UVB protection.
- Delivers visible improvement of multiple signs of skin aging in 4 weeks*.



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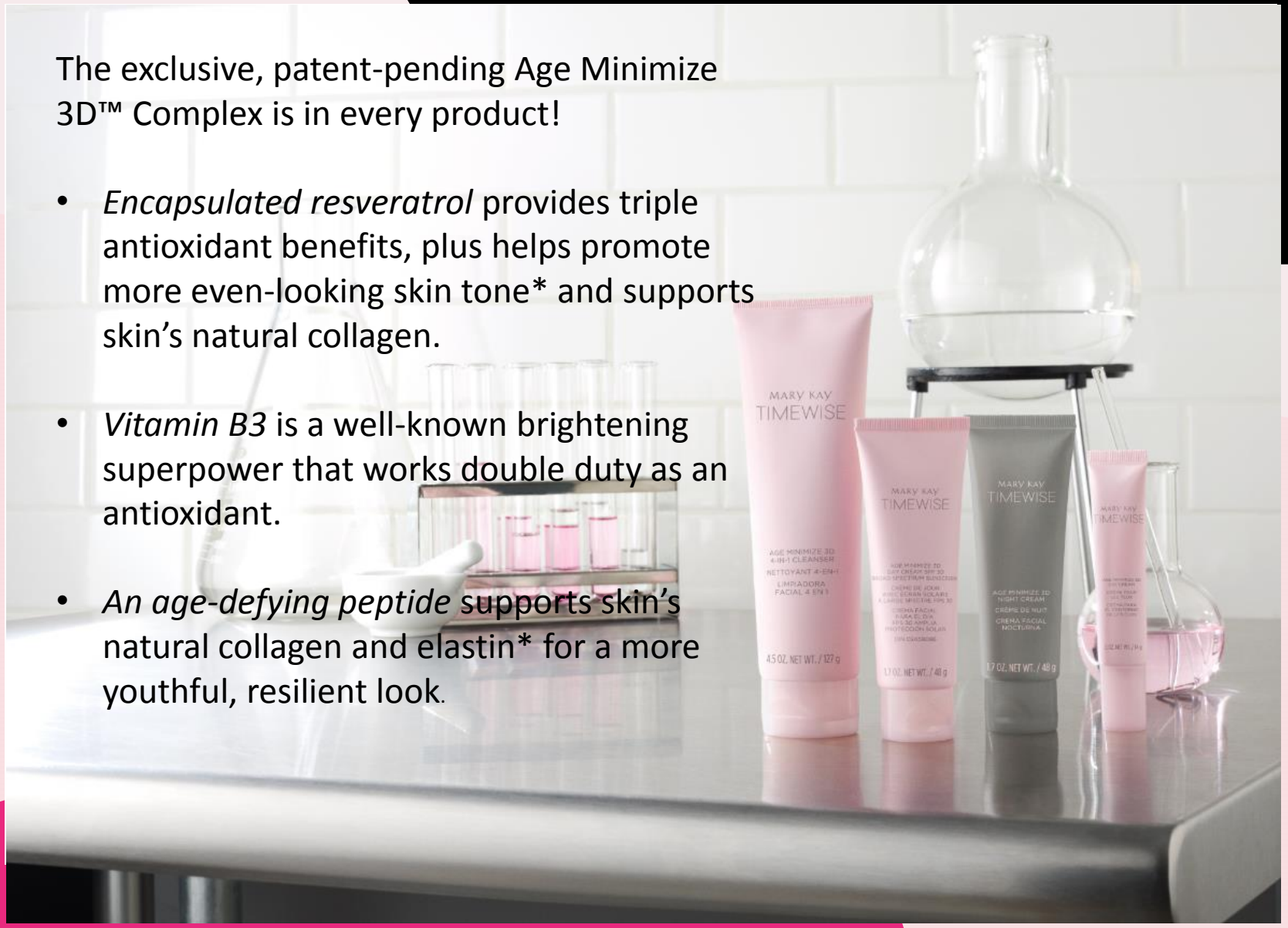
TimeWise® Miracle Set 3D

The exclusive, patent-pending Age Minimize 3D™ Complex is in every product!

- *Encapsulated resveratrol* provides triple antioxidant benefits, plus helps promote more even-looking skin tone* and supports skin's natural collagen.
- *Vitamin B3* is a well-known brightening superpower that works double duty as an antioxidant.
- *An age-defying peptide* supports skin's natural collagen and elastin* for a more youthful, resilient look.



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Delivers amazing benefits!

Clinical studies showed visible improvement of multiple attributes of younger-looking skin at **4 weeks*** including:

- Fine lines
- Wrinkles
- Resilience
- Luminosity
- Smoothness
- Overall Appearance

And the results keep getting better over time!

After **12 weeks**, at least **77%** of women or more improved on every attribute measured. *

- Fine lines – **86%**
- Wrinkles – **77%**
- Resilience – **94%**
- Luminosity – **98%**
- Smoothness – **100%**
- Softness – **95%**
- Overall appearance – **95%**
- Evenness of skin tone – **89%**
- Clarity of skin tone – **86%**
- More toned skin – **89%**

TimeWise® Miracle Set 3D

And take a look at these before and after photos!

Before

After 12 weeks (reflects average results)

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Target Customer

- **Any woman who loves the current TimeWise® Miracle Set™ will be eager to try this all-new set.**
- **Women who may not have been interested in the current TimeWise® Miracle Set™ have an exciting new reason to try again. From the products included in the set to the way the products feel to how they perform, everything has changed, and women will want to experience the amazing difference for themselves.**
- **Women who want to be proactive in maintaining their youthful appearance by defending against the unavoidable environmental and lifestyle factors that can lead to visible signs of premature skin aging.**
- **Women who may be starting to see the early signs of skin aging and want a simple three-step routine to help delay the visible progression and look younger longer.**
- **Women who may be experiencing moderate signs of skin aging and want to feel confident that investing time in caring for their skin will deliver visible improvement of multiple attributes of younger-looking skin as soon as 4 weeks.**
- **Women who may feel age-fighting skin care is too harsh for their skin. TimeWise® Miracle Set 3D™ was tested on and shown to be suitable for those with sensitive skin.**
- **Women with rosacea who want age-fighting benefits suitable for their skin.**

TimeWise® Age Minimize 3D™ 4in1 Cleanser

This multi-tasking cleanser removes complexion-dulling impurities and leaves skin feeling clean, exfoliated and looking brighter.

TimeWise® Age Minimize 3D™ Day Cream with SPF 30*

- By day, this moisture-replenishing cream helps prevent visible signs of skin aging.
- It re-energizes skin's natural, youthful glow and helps improve the look of fine lines and wrinkles.
- It helps even the look of skin tone.
- Skin looks more vibrant throughout the day.
- Moisturizes for 12 hours

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TimeWise® Age Minimize 3D™ Night Cream

- By night, this effective cream works while skin is most able to rebuild its reserves.
- It re-energizes skin's youthful glow and helps reduce the look of fine lines and wrinkles.
- It helps skin look firmer.
- Awake to skin that looks healthier and feels rejuvenated.
- Moisturizes for 12 hours.

TimeWise® Age Minimize 3D™ Eye Cream

- This eye cream helps improve multiple visible signs of aging and fatigue, including the appearance of dark circles, undereye puffiness, fine lines and wrinkles
- It immediately moisturizes and maintains moisture in the eye area for 12 hours.

TimeWise Repair®

- The look of deep lines and wrinkles is reduced
- Lifted facial contours appear restored
- Youthful volume is recaptured
- Even skin tone is revealed
- Vital moisture is replenished
- Youthful vitality is reawakened
- Suitable for all skin tones

The TimeWise Repair® Regimen Delivered These Results!

An independent skin measurement expert saw these significant changes* after women used the TimeWise Repair™ regimen:

91% had less noticeable deep lines and wrinkles
86% had skin that looked lifted
98% had less under-eye puffiness
93% had skin that looked more even toned
93% had a significant improvement in overall appearance

*Results reflect the percentage of women who showed improvement during a 12-week independent clinical study

The TimeWise Repair® Regimen

- Volu-Firm® Foaming Cleanser
- Volu-Firm® Lifting Serum
- Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*
- Volu-Firm® Night Treatment with Retinol
- Volu-Firm® Eye Renewal Cream

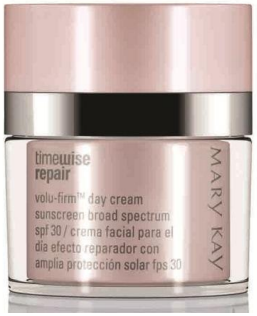
What are the key benefits of the Volu-Firm® Foaming Cleanser?

- Maintains moisture balance
- Renews skin radiance
- Promotes a feeling of suppleness
- Leaves skin feeling pampered
- Contains the benefits of the Volu-Firm® Complex

What are the key benefits of the Volu-Firm® Lifting Serum?

- Visibly helps firm and lift skin
- Targets skin resilience
- Restores the look of youthful volume and vibrancy
- Restores skin suppleness
- Softens the look of lines, wrinkles and crepiness in the neck area
- Immediately increases skin moisture by 61%
- Contains the benefits of the Volu-Firm® Complex

What are the key benefits of the Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*?



- Restores skin's youthful cushion
- Formulated to help minimize skin reaction to external irritants
- Skin tone appears more even
- Helps protect against skin-aging UVA/UVB damage
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm® Complex

What are the key benefits of the Volu-Firm® Night Treatment with Retinol?

- Reduces the appearance of deep lines and wrinkles
- Helps improve advanced signs of aging
- Helps reveal radiant-looking skin
- Skin tone appears more even
- Helps neck area look noticeably smoother
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm® Complex

What are the key benefits of the Volu-Firm® Eye Renewal Cream?

- Targets deep lines, wrinkles and sagging skin
- Targets under-eye bags, puffiness and dark circles
- Targets crepiness and dry skin
- Increases skin moisture for 12 hours
- Unique applicator tip
- Contains the benefits of the Volu-Firm® Complex

Botanical Effects® Skin Care

- Draws on the power of botanicals to leave skin feeling balanced
- Helps promote healthy skin with an exclusive botanical complex featured in every product
- Then each formula is personalized with additional botanicals specific to the needs of your skin type
- Completely customizable for a regimen perfect for each customer

My skin looks healthy!

That's what **nine** out of **10** women said after using Botanical Effects® Skin Care in an independent consumer study*.

Here's what else they had to say:

88% said it leaves skin feeling nourished
86% said it revitalizes skin
83% said it enhances skin's natural beauty
80% said it leaves skin looking radiant

Botanical Effects® Skin Care

The Target Customer

Botanical Effects®skin care is primarily for the woman who:

- Wants a personalized approach to skin care and isn't yet concerned about the signs of aging
- Wants to feel good about how she cares for her skin while caring for the planet without sacrificing quality, value and results
- May be sensitive to certain ingredients

Exclusive Botanical Complex

This complex includes two nourishing botanicals that benefit all skin types:

Silymarin (milk thistle) - a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin.

Luo Han Guo - known to contain potent antioxidants and also believed to help promote healthy skin.

Dry Skin Craves

Flax seed extract – a rich source of fatty acids

Sea kelp extract – important for moisturization

Flax Seed

Sea Kelp

Normal Skin Craves

Frangipani flower extract – helps protect against environmental stressors

Water lily extract – important for healthy skin

Frangipani Flower

Water Lily

Oily Skin Craves

Kanuka extract – kanuka is known for its purifying benefits

Guava extract – a known source of salicylic acid

Kanuka

Guava

Botanical Effects® Skin Care

There are four products in each formula:

- **Cleanse** – gently cleanses without stripping essential elements
- **Mask** – gently removes impurities as it revitalizes skin; removes easily with water
- **Freshen** – nondrying formula gently removes excess residue from skin
- **Hydrate** – absorbs quickly and leaves skin feeling balanced

Mary Kay® Facial Cleansing Cloths

- Cleanses, exfoliates and tones in one easy step
- Botanical-enriched formula gently removes dirt, oil and makeup, leaving your skin feeling clean and soft
- Formulated for dry to oily skin

MKMen® Skin Care

Features targeted products designed to combat the signs of aging and improve the look and feel of a man's skin!

MKMen® Skin Care For Men

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

Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*:
Immediately hydrates while protecting skin from damaging UVA/UVB rays.
Helps reduce the look of fine lines and wrinkles.

Shave Foam: A rich, lightweight foam that creates a comfort zone between the razor and skin, allowing for a clean, close shave. Helps reduce razor irritation.

Cooling After-Shave Gel: This nongreasy gel shields the skin against razor irritation as it soothes, cools and leaves skin feeling soft and moisturized.

Advanced Eye Cream: Soothes, brightens and instantly smoothes skin around the eyes. Minimizes the appearance of fine lines and wrinkles.

Challenge

- Try at least one of the product lines you learned about today if you haven’t already.
- Call and share information about any one product line with at least five people you know.
- When you share the product with these five people, offer samplers and follow up in two days to get their opinion.

Happy Selling!

Remember Mary Kay's words…

"We have a quality product – one that we can sell with complete honesty and integrity. You can be assured that the product you sell to your customers is at the top of the state of the art of the cosmetics industry."