

# **NEW *Botanical Effects*<sup>®</sup> Skin Care**

## **Frequently Asked Questions**

### **1. Who is the customer?**

While any woman can use *Botanical Effects*<sup>®</sup> Skin Care, it has been specifically redesigned for young women who are learning the benefits of a healthy skin care routine and don't yet have a concern about the signs of aging. Your customer may be college-aged or in the early stages of her career and looking for no-fuss options that deliver fresh-, healthy-looking skin that feels nourished. And she appreciates products with good-for-her-skin ingredients full of antioxidants, vitamins and minerals.

### **2. What if my current *Botanical Effects*<sup>®</sup> customer is not the target customer? Can she still use the new *Botanical Effects*<sup>®</sup> products?**

This redesigned product line is intended to help you target new customers and help expand your business. So for customers who may have transitioned from the previous *Classic Basic*<sup>®</sup> Skin Care to the current *Botanical Effects*<sup>®</sup> products, you may want to recommend they now try *TimeWise*<sup>®</sup> *Miracle Set 3D*<sup>™</sup> or the *TimeWise Repair*<sup>®</sup> *Volu-Firm*<sup>®</sup> Set. Of course, your customer can choose any *Mary Kay*<sup>®</sup> skin care products she prefers for her unique skin, including the new *Botanical Effects*<sup>®</sup> products.

### **3. Are the new *Botanical Effects*<sup>®</sup> products gentle enough to use on sensitive skin?**

*Botanical Effects*<sup>®</sup> Skin Care was developed specifically to be used on all skin types, and some of your sensitive skin customers may be able to use this new formula. However, a spot test on the back of the hand is recommended.

### **4. My customer uses *Botanical Effects*<sup>®</sup> because she has sensitive skin. What should I recommend now?**

You could recommend the *TimeWise*<sup>®</sup> 3-In-1 Cleansing Bar along with one of the hydrators – *Mary Kay*<sup>®</sup> Intense Moisturizing Cream (for dry skin) or *Mary Kay*<sup>®</sup> Oil-Free Hydrating Gel (for normal/oily skin). This recommendation will be included in the August 2018 version of the Customer Profile.

### **5. What makes the new *Botanical Effects*<sup>®</sup> products different from the current product line?**

Everything but the name!

- The all-new formulas address the key concerns young women are looking for, including skin that feels refreshed and nourished.
- We've made it simple and uncomplicated by formulating the products to work for all skin types.

- The key aesthetics this consumer wants were factored in to each product, such as a moisturizer that is lightweight, quick-absorbing and doesn't leave a residue.
- Dragon fruit and aloe extracts are easy to relate to and packed with antioxidants, which are important in helping defend against free radicals that can damage healthy skin.
- We've redesigned the packaging to complement the new key botanical ingredients making it more energetic and appealing to the younger, sophisticated consumer.

**6. Why is *Botanical Effects*<sup>®</sup> Skin Care no longer customized by skin type?**

We designed the new product line to be easy for the customer to choose products that deliver the essentials her skin needs year-round, regardless of skin type. No guessing. No swapping in and out. A woman's skin can routinely fluctuate due to hormonal changes, the seasons, environment and other factors. Today's young woman is looking for a simple, uncomplicated routine and is just beginning to appreciate the importance of healthy skin care essentials such as cleansing and moisturizing. So even as her skin may fluctuate from combination to oily or dry to normal/combination, her *Botanical Effects*<sup>®</sup> products can still deliver the fresh-, healthy-looking skin she wants.

**7. The new *Botanical Effects*<sup>®</sup> packaging has quite a bit of pink in it. I'm afraid that may isolate my young male customers who are using the current green/white *Botanical Effects*<sup>®</sup>. What should I recommend for them if they are unwilling to buy the new *Botanical Effects*<sup>®</sup>?**

The inspiration behind the pink/green packaging of the new *Botanical Effects*<sup>®</sup> Skin Care came from the unique combination of dragon fruit and aloe extracts. If any of your young male customers feel uncomfortable with the pink/green packaging, you could introduce them to our *MKMen*<sup>®</sup> Skin Care, which is specifically formulated and developed for men's skin. Or, if your male customers have sensitive skin, you could recommend to them the *TimeWise*<sup>®</sup> 3-In-1 Cleansing Bar along with one of the hydrators – *Mary Kay*<sup>®</sup> Intense Moisturizing Cream (for dry skin) or *Mary Kay*<sup>®</sup> Oil-Free Hydrating Gel (for normal/oily skin).

**8. Can *Botanical Effects*<sup>®</sup> products be used with other *Mary Kay*<sup>®</sup> products?**

Yes. For example, a target consumer may experience occasional breakouts, so she may want to add *Clear Proof*<sup>®</sup> Acne Treatment Gel<sup>†</sup> or Pore-Purifying Serum<sup>†</sup> to her routine.

<sup>†</sup>Over-the-counter drug product

**9. What is the order of application for these products?**

**Morning**

Cleansing Gel  
 Refreshing Toner  
 Moisturizing Gel

**Night**

Cleansing Gel  
 Refreshing Toner  
 Moisturizing Gel

Add the Invigorating Scrub morning or night after the Cleansing Gel 2 or 3 times a week.

**10. Is *Botanical Effects*<sup>®</sup> Skin Care 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 she consult her physician before using the products.

**11. What is the average use-up rate?**

Cleansing Gel: 2 months  
Refreshing Toner: 2 months  
Moisturizing Gel: 2 1/2 months  
Invigorating Scrub: 5 1/2 months

**12. What is the shelf life?**

Cleansing Gel: 3 years  
Refreshing Toner: 3 years  
Moisturizing Gel: 3 years  
Invigorating Scrub: 3 years

**13. The new *Botanical Effects*<sup>®</sup> Cleansing Gel contains salicylic acid. Does it help prevent or reduce acne? How is this product different from *Clear Proof*<sup>®</sup> products?**

Many ingredients can perform different functions depending upon the amount, composition, delivery system and other factors. Salicylic acid is a good example of a multipurpose ingredient. In *Botanical Effects*<sup>®</sup> Cleansing Gel, only a minimal amount of salicylic acid is used as part of a preservative blend to help maintain shelf life. The Cleansing Gel is not formulated to help prevent or reduce acne. Many of the *Clear Proof*<sup>®</sup> products contain 2% salicylic acid as the primary active ingredient and are formulated to help fight the multiple causes of acne.

**14. Are the *Botanical Effects*<sup>®</sup> products fragrance-free?**

Yes. But some people may detect a slight, fresh scent which is inherent to some of the ingredients in the formulas.

**15. Are the *Botanical Effects*<sup>®</sup> products sulfate-free?**

Yes. Sulfates are often included in products with cleansing properties, but we've formulated our Cleansing Gel and Invigorating Scrub to be sulfate-free.

**16. Are the *Botanical Effects*<sup>®</sup> products oil-free?**

Yes. The products are oil-free.

**17. Are the *Botanical Effects*<sup>®</sup> products non-comedogenic?**

Yes. The products are non-comedogenic (won't clog pores).

**18. Are the *Botanical Effects*<sup>®</sup> products clinically tested for skin irritancy and allergy?**

Yes. The products have been tested for skin irritancy and allergy.

**19. Are the *Botanical Effects*<sup>®</sup> products dermatologist-tested?**

Yes. The products are dermatologist-tested.

**20. Are the *Botanical Effects*<sup>®</sup> products paraben-free?**

Yes. The *Botanical Effects*<sup>®</sup> products are paraben-free.

**21. Does the Refreshing Toner contain alcohol?**

Yes. It does contain alcohol.

**22. Are the new *Botanical Effects*<sup>®</sup> products good for the planet?**

Mary Kay is always trying to be more sustainable and green. You may remember that the caps for the original *Botanical Effects*<sup>®</sup> tubes are around 30% lighter than traditional flip-top caps. Well, for the new *Botanical Effects*<sup>®</sup> tubes, the caps are even lighter than that – about a third lighter, actually. So we used even less plastic than before!

Also, as with the originals, the cartons and the Refreshing Toner bottle are recyclable, which will give them a chance at a new life instead of going to a landfill. Thus, you can help continue the “greener” momentum when you choose to recycle. If we all do our small part for the planet, together we really can make a big difference.

**23. Why doesn't the new *Botanical Effects*<sup>®</sup> Skin Care include a mask?**

The new *Botanical Effects*<sup>®</sup> Invigorating Scrub can be a great alternative for customers to try if they previously were interested in the *Botanical Effects*<sup>®</sup> Mask. In the competitive marketplace, both masks and exfoliating scrubs offer benefits such as exfoliation, pores feeling deeply cleaned, a healthy glow to skin, and leaving skin feeling refreshed, balanced and nourished. The new *Botanical Effects*<sup>®</sup> Invigorating Scrub provides all of those benefits. Imagine how quickly and easily your customers can now use this product at the sink or in the shower – no waiting necessary, and they can get out the door and go.

**24. What do I offer my customers who are loyal users of the mask for normal to dry skin (Mask Formula 1)?**

For a lot of customers, the *Botanical Effects*<sup>®</sup> Invigorating Scrub will meet their needs. In fact, a majority of panelists said it leaves skin feeling nourished, soft and balanced, and it also exfoliates and gives skin a well-rested radiance.\* For customers who seek additional hydration, we recommend the *TimeWise*<sup>®</sup> Moisture Renewing Gel Mask. While it's part of the *TimeWise*<sup>®</sup> age-fighting

collection, it also can provide a boost of instant hydration for customers with dry skin.

\*Based on a consumer study in which 224 participants used the Invigorating Scrub 2 or 3 times per week

**25. What do I offer my customers who were loyal users of the mask for combination to oily skin (Mask Formula 3)?**

For a lot of customers, the benefits of the *Botanical Effects*<sup>®</sup> Invigorating Scrub will meet their needs because it helps control both oil and shine on skin. It also contains fruit seeds that help unclog pores. For customers with very oily skin, we always recommend *Mary Kay*<sup>®</sup> Oil Mattifier, *Beauty Blotters*<sup>®</sup> Oil-Absorbing Tissues or *Clear Proof*<sup>®</sup> Pore-Purifying Serum<sup>†</sup> to provide additional solutions for their oily skin concerns.

<sup>†</sup>Over-the-counter drug product

**So, to recap:**

- **Will the Invigorating Scrub make skin drier?** The new *Botanical Effects*<sup>®</sup> Invigorating Scrub does not dry out skin or strip the skin and doesn't leave skin feeling tight; it's a gentle exfoliating scrub that leaves skin feeling balanced and nourished. Skin feels soft and smooth, with a well-rested radiance.
- **Will the Invigorating Scrub effectively remove oil from skin?** The new *Botanical Effects*<sup>®</sup> Invigorating Scrub doesn't feel oily or greasy and helps control oil and shine on skin; it's a gentle exfoliating scrub that leaves pores feeling deeply cleaned. It was also formulated with natural exfoliating fruit seeds to help unclog pores. Skin feels refreshed, balanced and nourished.

**26. What do I offer my customers who were loyal to Hydrate for normal to dry skin (Hydrate Formula 1)?**

For a lot of customers, the new *Botanical Effects*<sup>®</sup> Moisturizing Gel will meet their needs since it offers a full 12 hours of moisturization. In addition, a majority of panelists said it provides optimal moisturization.\*\* If a customer has very dry skin, we recommend *Mary Kay*<sup>®</sup> Intense Moisturizing Cream.

\*\*Based on a consumer study in which 218 participants used the Moisturizing Gel daily

**27. What do I do for my customers who were loyal to Hydrate for oily to combination skin (Hydrate Formula 3)?**

For a lot of customers, the new *Botanical Effects*<sup>®</sup> Moisturizing Gel will meet their needs. The lightweight formula does not feel greasy or leave a residue, but it does moisturize for 12 hours. For customers with very oily skin, *Mary Kay*<sup>®</sup> Oil Mattifier, *Beauty Blotters*<sup>®</sup> Oil-Absorbing Tissues or *Clear Proof*<sup>®</sup> Pore-Purifying Serum<sup>†</sup> can help provide additional solutions for their oily skin concerns.

<sup>†</sup>Over-the-counter drug product

**28. What plans are there for adding other products to the line or customizing by skin type?**

While we currently do not have plans to add products to the line or customize by skin type, we are always evaluating our skin care portfolio and listening to independent sales force feedback. Future opportunities may be considered based on market needs.

**29. At what age can I recommend using *Botanical Effects*<sup>®</sup> Skin Care?**

While the products were tested on women ages 18-25, the formulas and ingredients are safe for general use. Practicing skin care habits early on can help skin stay healthy and looking beautiful longer, and it's especially important when young women start wearing makeup. Removing makeup every day can help keep pores unclogged and provides a clean canvas for fresh application. Plus, moisturizing and protecting skin are fundamental for healthy skin.