

# **Mary Kay Clinical Solutions<sup>®</sup> Dynamic Wrinkle Limiter<sup>™</sup> Frequently Asked Questions**

## **1. How does *Mary Kay Clinical Solutions<sup>®</sup> Dynamic Wrinkle Limiter<sup>™</sup>* work?**

Mary Kay used novel clinical methodology and validation that uniquely demonstrated the formula's effectiveness. Inspired by a widely used professional treatment, this topical option uses plant extracts to achieve comparable results with no frozen face effects.<sup>†</sup>

Our patent-pending Botanical Wrinkle-Limiting Technology helps minimize the impact of facial expressions that cause the appearance of dynamic wrinkles. Out of 25 actives tested, three plant extracts were meticulously selected to work in unison to deliver high-efficacy results:

- **French lavender extract** (*Lavandula stoechas*) – Helps minimize the impact of facial expressions, which cause dynamic wrinkles.
- **Electric daisy extract** (*Acmella oleracea*) – A well-known wrinkle relaxant.
- **Rosemary extract** (*Rosmarinus officinalis*) – Helps minimize the impact of facial expressions, which cause dynamic wrinkles.

Dozens of ingredients were screened in a novel facial movement study to identify those with the unique function of minimizing the impact of facial expressions to help visibly smooth dynamic wrinkles. From there, the ones with the highest efficacy were chosen to be part of *Mary Kay Clinical Solutions<sup>®</sup> Dynamic Wrinkle Limiter<sup>™</sup>*.

*Mary Kay Clinical Solutions<sup>®</sup> Dynamic Wrinkle Limiter<sup>™</sup>* is clinically shown to visibly reduce lines in the areas of the frontalis (forehead), extended crow's-feet (toward the temples) and the glabella (between the brows) in as little as four weeks (28 days)! With continued use, wrinkles appear 36% smoother in the frontalis area (forehead) and extended crow's-feet area (toward the temples) and 30% smoother in the glabellar area (between the brows) after eight weeks. With *Mary Kay Clinical Solutions<sup>®</sup> Dynamic Wrinkle Limiter<sup>™</sup>* in your routine, prepare to see fewer lines and wrinkles, plus deep wrinkles that appear less severe, all while still being able to express yourself.<sup>†</sup>

## **2. What are expression lines and dynamic wrinkles?**

Facial expressions – such as squinting, smiling, frowning, lifting the eyebrows and many more – happen when facial muscles contract. Because the muscles are attached to the overlying skin, the movement causes expression lines and dynamic wrinkles. When you are young, these dynamic wrinkles and creases disappear when your face is at rest. But over time, the repetition of movements

imprints wrinkles permanently on your skin, which are known as static wrinkles (visible when your face is at rest). Also, as we age, those movements damage the dermal matrix, and the skin loses strength and elasticity, contributing to deeper creases and folds. **Note:** This information has been included for educational purposes only.

**3. Who are the target customers for *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup>?**

Target customers include:

- Women who want to avoid wrinkle-relaxing injection treatments but want similar results for reducing the appearance of dynamic wrinkles.
- Women who want the latest at-home, dermocosmetic age-fighting treatments.
- Women who are seeing or who are concerned about seeing expression lines, particularly in the areas of the frontalis (forehead), extended crow's-feet (toward the temples) and the glabella (between the brows) but prefer a noninvasive treatment they can apply on their own time.
- Women who are not yet ready to choose treatments provided by a specialist.

**4. Should I only recommend *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> to my *TimeWise Repair*<sup>®</sup> customers?**

No. Anyone experiencing dynamic wrinkles could want the benefits of *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> regardless of their current skin care regimen.

**5. What are the usage instructions for *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup>?**

Before applying daily moisturizer in the morning and evening, apply a thin layer to wrinkles on the forehead, between the brows and on the temples (extended outer eye area where the crow's-feet fan out). Avoid the eye area, including the upper eye, eyelid up to the brow bone, undereye, lower lashline and the direct outer corner.

**6. What is the order of application in my existing skin care routine?**

Apply *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> before your facial moisturizer step morning and night. To learn how it could work alongside a routine with *Mary Kay Clinical Solutions*<sup>®</sup> Ferulic + Niacinamide Brightener, Retinol 0.5, *TimeWise Repair*<sup>®</sup> *Volu-Firm*<sup>®</sup> Advanced Lifting Serum, *TimeWise Repair*<sup>®</sup> *Volu-Fill*<sup>®</sup> Deep Wrinkle Filler and more, see the example Order of Application chart shown on the next page.

<b>MORNING</b>	<b>EVENING</b>
<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Foaming Cleanser	<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Foaming Cleanser
<i>Mary Kay Clinical Solutions</i> <sup>®</sup> Ferulic + Niacinamide Brightener	<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Eye Renewal Cream
<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Advanced Lifting Serum	<i>Mary Kay Clinical Solutions</i> <sup>®</sup> Ferulic + Niacinamide Brightener
<i>Mary Kay Clinical Solutions</i> <sup>®</sup> <i>Dynamic Wrinkle Limiter</i> <sup>™</sup>	<i>Mary Kay Clinical Solutions</i> <sup>®</sup> Retinol 0.5 (after retinization)
<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Fill</i> <sup>®</sup> Deep Wrinkle Filler	<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Advanced Lifting Serum
<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Day Cream Sunscreen Broad Spectrum SPF 30 <sup>‡</sup>	<i>Mary Kay Clinical Solutions</i> <sup>®</sup> <i>Dynamic Wrinkle Limiter</i> <sup>™</sup>
<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Eye Renewal Cream	<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Fill</i> <sup>®</sup> Deep Wrinkle Filler
	<i>TimeWise Repair</i> <sup>®</sup> <i>Volu-Firm</i> <sup>®</sup> Night Treatment With Retinol

**7. Can I apply *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> all over my face to reduce wrinkles?**

No. *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> is specifically designed to target wrinkles caused by facial expressions, such as those that appear in the areas of the frontalis (forehead), extended crow's-feet (toward the temples) and the glabella (between the brows). Unlike a serum or facial cream, *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> is not intended for use all over the face and instead is designed for targeted application to expression lines.

**8. Do I need to use *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> continuously to maintain results?**

Yes. Like most topical treatments, you must continue to use *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> twice a day to continue to see results.

**9. How long do results last after using *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> for eight weeks?**

Unlike wrinkle-relaxing injection treatments that are given once and last a few months, you should continue to use *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> twice a day if you want to continue to see results.

**10. Will *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> extend the results of a wrinkle-relaxing injection treatment?**

While clinically shown to be 76% as effective as a widely used wrinkle-relaxing injection treatment,<sup>†\*</sup> *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> was not tested to see if it would extend the results of – or time between – treatments.

**Note:** Always include the appropriate footnotes, found at the bottom of the page by the dagger symbol (†) and asterisk (\*), when using the 76% claim.

**11. Will *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> give me a frozen face look?**

While effective at helping reduce expression lines, the use of *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> should still allow natural facial expressions to occur.

**12. Can I use *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> with *Mary Kay Clinical Solutions*<sup>®</sup> boosters? What is the order of application?**

Yes. However, since everyone's skin is different, it is always recommended to introduce one new product into your regimen at a time by testing it on a small area of skin first. Apply your chosen booster before *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup>.

**13. Can I use *Mary Kay Clinical Solutions*<sup>®</sup> Retinol 0.5 with *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup>? What is the order of application?**

Yes. However, you should only use it once your skin is retinized. It is important to follow the usage instructions of both products to ensure the best experience.

*Mary Kay Clinical Solutions*<sup>®</sup> Retinol 0.5 can be used on the entire face as often as once every evening after your skin is retinized. *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> can be applied every morning and evening specifically and directly to wrinkles on the forehead, toward the temples and between the brows. It is not intended for use all over the face. Once your skin is retinized, apply *Mary Kay Clinical Solutions*<sup>®</sup> Retinol 0.5 before *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup>.

**14. What is the difference between *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> and other *Mary Kay*<sup>®</sup> treatment products designed to target wrinkles?**

Although all of these products are designed to address wrinkles, they do so in different ways and with varying textures and usage instructions. By understanding a customer's skin care goals and budget, you can help narrow down the available options and recommend the best product or products.

However, some customers may feel it is necessary to do everything they can to address wrinkles and prefer to use all four wrinkle-targeting products, which is their choice. See the chart on the next page for more information.

	<b>Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™</b>	<b>TimeWise Repair® Volu-Fil® Deep Wrinkle Filler</b>	<b>Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer</b>	<b>Mary Kay Clinical Solutions® Retinol 0.5</b>
<b>KEY INGREDIENTS</b>	The patent-pending Botanical Wrinkle-Limiting Technology features French lavender extract, electric daisy extract and rosemary extract.	Encapsulated retinol and encapsulated hyaluronic acid	Our highest concentrations of pure vitamin C and resveratrol plus acetyl hexapeptide-8	Pure retinol at 0.5 concentration
<b>KEY BENEFITS</b>	The twice-daily targeted treatment helps minimize the impact of facial movements that cause the appearance of wrinkles in the areas of the frontalis (forehead), extended crow's-feet (toward the temples) and the	Topical wrinkle filler immediately fills in deep wrinkles, visibly plumping their appearance, as it helps improve their appearance over time.	A potent concentration of ingredients targets critical components of skin aging, including the support of the skin's natural production of collagen and elastin to help address fine lines and wrinkles.	After retinization, it can be used up to once a night as a leave-on serum. It stimulates surface skin cell turnover as well as supports natural collagen and elastin production. It is clinically shown to reverse multiple visible

	glabella (between the brows).			signs of skin aging, including skin texture, firmness, lines and wrinkles and skin tone evenness.
	<b>Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™</b>	<b>TimeWise Repair® Volu- Fill® Deep Wrinkle Filler</b>	<b>Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer</b>	<b>Mary Kay Clinical Solutions® Retinol 0.5</b>
<b>KEY USAGE</b>	Targeted cream designed to be applied directly to expression lines/dynamic wrinkles	Targeted cream designed to be applied directly to deep wrinkles using the precision applicator	All-over facial booster designed to address fine lines and wrinkles	All-over facial serum designed to address multiple signs of skin aging
<b>TARGET CUSTOMER</b>	Anyone wanting to target expression lines and receive similar benefits of a wrinkle- relaxing injection treatment after eight weeks (and through ongoing use), without the inconvenience, price and potential downsides	Anyone wanting the immediate results of filling and plumping specific deep wrinkles	Anyone wanting an all-over facial treatment to help support the skin's collagen and elastin, which diminish with age	Anyone wanting a gold-standard ingredient that dermatologists recommend to help prevent signs of aging you cannot see yet while helping to reverse advanced visible signs of aging

**15. Is *Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™* suitable for all skin types? Is it suitable for sensitive skin?**

*Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> is suitable for dry to oily skin types. Those with sensitive skin may experience more sensation or redness.

**16. Does *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> contain fragrance?**

No. *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> does not contain fragrance.

**17. Is *Mary Kay Clinical Solutions*<sup>®</sup> *Dynamic Wrinkle Limiter*<sup>™</sup> suitable for pregnant women?**

As with any skin care routine, we recommend that women who are pregnant or nursing consult their health care providers before using new products.

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

Time will vary depending on individual usage. The average use-up rate is approximately 1.1 months (5 weeks) when used twice a day.

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

The shelf life is three years.

†Based on an independent clinical bioinstrumentation study of 33 women after using the product twice per day for eight weeks

\*Based on an independent clinical bioinstrumentation study of 10 women who received a by-appointment wrinkle-limiting treatment

‡Over-the-counter drug product