

Healthy Skin Your Way



- Cleanse, exfoliate, tone and moisturize to maintain clean, healthy skin.
- Designed with normal to dry skin in mind but suitable for all skin types, including sensitive skin .
- Fragrance-free and dermatologist-tested.

UNIQUE SELLING PROPOSITION:
Healthy Skin Your Way

The *Mary Kay*® Hydrating Regimen features fundamental products designed with normal to dry skin in mind but is suitable for all skin types – including sensitive skin! With a hydrating cleanser and moisturizer, plus a universal scrub and toner, these skin care essentials help maintain clean, healthy skin in a few steps. Use them with other *Mary Kay*® products, such as *Mary Kay*® Micellar Water, for a personalized product experience. This regimen is perfect for those who are not looking for age-fighting products.

***Mary Kay*® Hydrating Cleanser**

Gently prepares skin for the next step in your routine. This hydrating cream cleanser effectively removes impurities and oil and doesn't leave skin feeling stripped of necessary moisture.

89% of women agree that *Mary Kay*® Hydrating Cleanser leaves skin feeling soft – not tight or dry.*

***Mary Kay*® Exfoliating Scrub**

Gently helps polish away dead skin cells and unclog pores to prepare skin to better absorb the next step in your routine. After use, skin looks soft and smooth and feels deeply cleansed. Use two or three times a week.

***Mary Kay*® Balancing Toner**

Gently helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant.

***Mary Kay*® Hydrating Moisturizer**

This nourishing, nongreasy cream moisturizer provides skin with necessary daily hydration morning and night. The lightweight, gentle formula delivers increased levels of moisturization, leaving skin feeling hydrated.

92% of women agree that *Mary Kay*® Hydrating Moisturizer provides necessary daily hydration.*

Order of Application

1. *Mary Kay*® Hydrating Cleanser
2. *Mary Kay*® Exfoliating Scrub (once every other day, two or three times per week)
3. *Mary Kay*® Balancing Toner
4. *Mary Kay*® Hydrating Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

Use-Up Rate

- If using *Mary Kay*® Hydrating Cleanser twice daily, the average use-up rate is four months.
- If using *Mary Kay*® Exfoliating Scrub three times a week, the average use-up rate is three months.
- If using *Mary Kay*® Balancing Toner and *Mary Kay*® Hydrating Moisturizer twice daily, the average use-up rate is three months.

*Results based on an independent third-party consumer study in which at least 99 women used a *Mary Kay*® Skin Care product as directed