

OUR SCIENTISTS SAY,

TimeWise Repair™ Foaming Cleanser is the pampering cleanser that your skin has been searching for. Every day skin cells that are ready to be sloughed away accumulate on the skin's surface. TimeWise Repair™ Foaming Cleanser gently sweeps away complexion-dulling impurities as it leaves skin feeling revitalized and hydrated.

Revitalize, renew, go beyond cleansing.



“This product is unlike any other cleanser that I’ve tried. It has definitely made my skin appear more youthful, and my skin is hydrated in areas that would usually be dry.”

Roberta A., Coconut Creek, FL

POWER STATEMENT:

Revitalize, renew, go beyond cleansing.

BENEFITS AND CLAIMS

After one week+ of using Volu-Firm™ Foaming Cleanser, a majority of women agreed that it brightens skin, feels ultra-rich and gentle, and perfectly prepared skin for the next step. Here's what else they said:

- Maintains moisture balance: 86%
- Renews skin radiance: 87%
- Skin feels supple: 89%
- Leaves skin feeling pampered: 90%

*Results reflect the percentage of women who agreed with the statements during a 1-week independent consumer study.

THE SCIENCE BEHIND THE PRODUCTS

Contains the exclusive TimeWise Repair™ Volu-Firm™ Complex, a patent-pending complex that's the perfect union of three ingredients vital to skin vitality:

- Plant stem cells
- Tripeptide-1, a specialized peptide
- A skin volume-supporting peptide.

ORDER OF APPLICATION

- 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

**Over-the-counter drug product

USE UP RATE

Average use-up rate is two months when applied twice a day.

CHARACTERISTICS

- ✓ Suitable for sensitive skin
- ✓ Fragrance-free
- ✓ Non-comedogenic
- ✓ Dermatologist tested

Get the look of polished, younger skin and significantly smaller pores



**See these benefits after using
TimeWise® Microdermabrasion
Plus Set:**

- Dramatically improves skin texture
- Visibly improves the look of fine lines
- Immediately pores look smaller
- Makes skin high-definition-worthy

**TimeWise® Microdermabrasion Plus Set pairs two powerful products
to support healthy-looking skin.**

POWER STATEMENT:
Get the look of polished, younger skin and significantly smaller pores**BENEFITS**

Microdermabrasion Refine is a physical exfoliator that reduces the appearance of fine lines and gently refines skin's texture as it removes surface dead skin cells and build-up from pores. Pore Minimizer goes beyond skin texture to tighten the look of pores. With pores cleared of build-up and dead skin cells, Pore Minimizer works immediately to reduce their appearance. And the results get better over time.

The Pore Minimizer nourishing serum helps calm and comfort skin. It's the perfect after-step to Microdermabrasion Refine to reduce any appearance of redness and soothe delicate skin. Working together 2-to-3 times a week, both products dramatically improve skin texture for a high-definition-worthy complexion.

THE SCIENCE BEHIND THE PRODUCTS

- Congested pores can lead to stretching of the pore wall, making them look enlarged. Eliminating impurities trapped within is an important first step toward improving their appearance.
- Persian silk tree bark extract and soy bean extract in Pore Minimizer are shown to support factors important to skin⁺, which may help tighten the look of skin overall and around pores.
- Skin calming and comforting benefits on skin's surface provided by Pore Minimizer are assisted by sea whip extract and evodia fruit extract. These two ingredients have been shown to support signals associated with skin calming and comfort⁺.

Visible results in one week! Women who tried the Microdermabrasion Plus Set in an independent consumer study[‡] saw results:

- It immediately changed the way I feel about my skin – 78%
- Skin looks instantly younger – 77%
- Dramatically improves skin's appearance – 87%
- Visibly improves the look of fine lines – 79%
- Significantly shrinks the look of pores – 82%

APPLICATION INSTRUCTIONS

After cleansing, 2-3 times a week apply a small amount of TimeWise® Microdermabrasion Refine to wet face with fingertips. Using circular motions, gently massage over face. Rinse thoroughly with warm water and pat dry. Use fingertips to apply 2-3 pumps of TimeWise® Pore Minimizer to face in an upward and outward motion. Follow with your regular moisturizer. The Pore Minimizer can also be used daily, twice a day, to reduce the appearance of pores.

YOU'LL WANT TO TRY THIS SET IF:

- You desire smooth, polished skin and/or you're concerned about the visible number or size of your pores.
- You want an affordable, at-home solution for gentle exfoliation that can help combat some of the visible early-to-moderate signs of aging.

FORMULA ATTRIBUTES FOR MICRODERMABRASION REFINE AND PORE MINIMIZER:

- Clinically tested for skin irritancy and allergy
- Suitable for all skin types and skin tones
- Fragrance free
- Oil free
- Non-comedogenic

⁺Results based on in vitro testing of key ingredients

[‡]Results reflect the percentage of women who agreed with the statements during an independent consumer study in which 229 panelists used the two products as a set 2-to-3 times a week for 7 days.

Triple-action charcoal mask acts like a magnet to deep-clean pores.



- Activated charcoal acts like a magnet to unclog pores.
- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- 79% of men and women agreed: “Skin looks clearer” after use.¹

¹Based on a 21-day independent consumer study in which 166 men and women with blemish-prone skin used the product 2 or 3 times a week

Skin has a natural exfoliating process. Sometimes this process doesn't work as effectively as it should, so oil, bacteria and impurities get trapped inside pores. The Clear Proof® Deep-Cleansing Charcoal Mask helps remove the dirt and impurities that can contribute to problem skin and offers a gentle solution for supporting a clearer-looking complexion.

POWER STATEMENT:

Triple-action charcoal mask acts like a magnet to deep-clean pores.

Enjoy clearer-looking skin with the newest member of the Clear Proof® Acne System. This triple-action mask deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

THE SCIENCE BEHIND THE PRODUCTS:

- 1. Activated Charcoal:** When charcoal goes through a special heating process, it becomes activated, making it more porous. Activated charcoal is known to absorb up to double its weight in impurities. The power of activated charcoal helps unclog pores, taking skin beyond everyday clean. As a result, your complexion looks clearer and healthier, and pores appear minimized.
- 2. Kaolin and Bentonite Clays:** Studies show people with problem skin produce more oil than people in a control group do. Skin also can become oilier with seasonal changes or other factors, making excess oil a common concern. Formulated with the absorbent power of kaolin and bentonite clays, this mask instantly absorbs excess oil and reduces shine.
- 3. Honeysuckle and Navy Bean Extracts:** Clear Proof® Deep-Cleansing Charcoal Mask contains honeysuckle and navy bean extracts shown to target the appearance of skin discoloration. Together, they're a powerful ingredient combination designed to help you leave a troubled past behind and create a clearer-looking future. Additionally, during in-vitro testing, each botanical extract was shown to impact factors that may help soothe skin.

APPLICATION INSTRUCTIONS:

Use the mask 2 or 3 times per week after your cleansing step. Smooth an even layer over clean skin. Leave on skin for 10 to 20 minutes. Rinse thoroughly with warm water, and pat dry. Try multi-masking. Apply Clear Proof® Deep-Cleansing Charcoal Mask to oily areas of the face and the TimeWise® Moisture Renewing Gel Mask to dry areas of the face for a customized approach to masking.

*Over-the-counter drug product

YOU'LL WANT TO TRY THIS IF:

- You are looking for an effective yet gentle product to unclog pores, absorb excess oil and reduce shine.
- You are a teen with problem skin or a mom who buys skin care products for your teen.
- You use any Mary Kay® skin care regimen and are interested in the benefits of activated charcoal.

FORMULA ATTRIBUTES:

- ✓ Suitable for all skin tones and types, particularly those with oily skin
- ✓ Clinically tested for skin irritancy and allergy
- ✓ Dermatologist-tested
- ✓ Suitable for blemish-prone and sensitive skin
- ✓ Non-comedogenic

Go deeper to reveal the radiance within.

See clinically tested results in 2 weeks!*



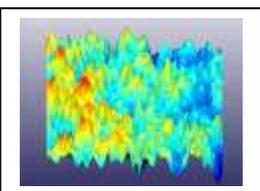
- Skin looks brighter.
- Skin texture is significantly improved.
- Fine lines and wrinkles look reduced.
- Skin tone looks more even.
- In addition, women saw these immediate benefits after use** – skin that looked more radiant and felt smoother and tighter.

*Results based on a four-week independent clinical study in which 45 women used TimeWise Repair™ Revealing Radiance™ Facial Peel twice a week
 **Results based on a three-week independent consumer study in which 266 women used the product twice a week

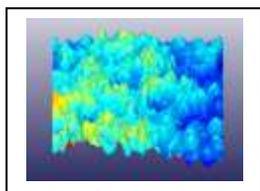
Skin looks significantly smoother in 2 weeks!+

The images speak for themselves, and they show a significant improvement in skin texture when measured by a high-resolution camera during a clinical study. The “before” picture shows multiple areas of red and yellow, indicating rough, uneven skin texture. In the “after” picture, the blue areas are more prominent, indicating smoother skin.

Before



After 2 weeks



+Images reflect average results shown on the skin’s surface during a four-week independent clinical study in which 45 women used TimeWise Repair™ Revealing Radiance™ Facial Peel twice a week

Go deeper to reveal the radiance within.

Here's how TimeWise Repair™ Revealing Radiance™ Facial Peel helps transform the look of skin:

- The glycolic acid goes to work immediately, removing dead skin cells from skin's top surface layer.
- This exfoliating ingredient also works on the remaining surface layers, breaking apart the bonds connecting thousands of other dead cells so they can be released and plumper, fresher cells can take their place. By increasing the rate at which skin-dulling dead cells on multiple surface layers are eliminated, the power of glycolic acid enhances skin's own renewal process for a rejuvenated look.
- This advanced exfoliation method also significantly smooths skin, reducing the "hills and valleys" associated with a drier rougher texture.
- Once the layers of dead surface cells have been removed, your skin will be primed and ready to accept the benefits of other age-fighting treatments.
- Because we wanted the formula to be gentle enough to use twice a week, we paired the glycolic acid with an exclusive blend of calming botanical extracts+.
- Since some people can experience dryness after using a peel, the formula also contains a marine extract which has been shown to have hydrating benefits.+

+Based on in-vitro testing of key ingredients

HOW TO APPLY:

Thoroughly cleanse and dry skin. Apply a thin layer of Revealing Radiance™ Facial Peel on the face, avoiding the eye area, and massage gently into the skin. After 10 minutes, rinse skin thoroughly with warm water and pat dry. Use two times weekly on non-consecutive evenings. Use sunscreen and limit sun exposure.

WHO IS THE CUSTOMER?

- Women who are seeing the advanced signs of aging and are already loyal users of TimeWise Repair™ products and who are looking for the additional benefits a peel can provide
- Current TimeWise® customers who may not need the advanced benefits of the full TimeWise Repair™ regimen, but who are interested in giving their existing regimen a beauty boost
- Women of any age who want to do everything they can to maintain a youthful look
- Women who will be excited that Mary Kay is introducing an advanced exfoliation product

USE-UP RATE:

The average use-up rate when used twice a week is six months.

FORMULA ATTRIBUTES:

- Dermatologist tested
- Clinically tested for skin irritancy and allergy
- Suitable for all skin types and skin tones
- Non-comedogenic
- Oil-free

Instant bliss for your lips, powered by shea

Satin Lips® sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavor of white tea and citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.



- Satin Lips® Shea Sugar Scrub gently exfoliates to soften and smooth, polishing lips to perfection
- Satin Lips® Shea Butter Balm deeply moisturizes lips and leaves them feeling nourished

The Story of Shea

Used for centuries to protect, enrich and soften skin, shea butter is known to contain omega-3s. Omega-3s are known to help maintain skin's natural moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape. A perfect ingredient for your everyday spa experience, shea butter wraps skin in creamy hydration bliss.

POWER STATEMENT:**Instant bliss for your lips, powered by shea**

Satin Lips® sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavor of white tea and citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.

Shea Sugar Scrub... Bye-Bye Dry

Relax and enjoy this revitalizing lip-scrub experience. Shea Sugar Scrub exfoliates with natural sugar crystals to gently polish lips to perfection. Blended with luscious shea butter, the scrub leaves lips feeling soft, smooth and conditioned. This expertly formulated scrub also includes sunflower oil, known to be rich in the antioxidant Vitamin E. Gently massage this confection onto lips and whisk away dryness. Lip texture is immediately improved and lips are left looking revitalized.

Shea Butter Balm... Hello, Moisture

Once Shea Sugar Scrub has worked its magic, pamper your lips with a kiss of nourishment. Shea Butter Balm is formulated to leave lips feeling satiny smooth and deeply moisturized. Watch dryness melt away as a mix of shea and jojoba butters comforts and soothes lips. Shea butter, known to be rich in antioxidants Vitamins A and E, helps skin retain moisture. And jojoba butter is known to mimic oils that are naturally produced by our body, helping to moisten and protect the skin. So it's like giving your lips a double dose of moisture. This hydrating balm is just what thirsty lips crave.

APPLICATION INSTRUCTIONS

Massage Shea Sugar Scrub onto the lips using a circular motion. Wipe away or rinse. Follow with Shea Butter Balm.

USE-UP RATE:

- Shea Sugar Scrub lasts approximately 4.1 months when used 2 to three times per week
- Shea Butter Balm lasts approximately 5.6 months when used 3 three times per day

FORMULA ATTRIBUTES:

- Dermatologist-tested
- Clinically tested for skin irritancy and allergy

Pick-me-up patches deliver a refreshing burst of hydration to the eyes



- Instantly cooling and soothing
- Immediately boost skin hydration
- Diminish look of puffiness and dullness

What is hydrogel?

Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are designed to stay in place so they not only deliver the ingredients, they stay put to lock in the benefits.

POWER STATEMENT:

Pick-me-up patches deliver a refreshing burst of hydration to the eyes

It's wake-up time! Perk up tired eyes with these instantly reviving, shimmery pink gels. They give skin a refreshing burst of hydration to awaken the eyes, and they help with dullness and puffiness.

With these pink beauties, you'll want to steal some time for yourself. We know this because women like you said so! In fact, they loved these patches so much that 8 out of 10 of them said* they look forward to using them. All it takes is 20 minutes, two times per week, to reap the benefits of these little magic gels!

Drench your skin with a burst of hydration!

- Mary Kay® Hydrogel Eye Patches feel instantly cooling and soothing!
- Clinically shown** to instantly boost skin hydration.
- How? They draw on the moisturizing power of glycerin, a powerful humectant known to moisturize the skin and help with water loss. After skin feels quenched, the patches help alleviate the feeling of dryness.

*Based on panelists who agreed with statements in a two-week independent consumer study in which 157 women used the patches twice per week for 20 minutes

**Based on bio-instrument testing

How to use:

Using the spatula provided in the jar, pull out one of the saturated (they may even be a little slick) Mary Kay® Hydrogel Eye Patches. Place it on clean skin under the eye, with the larger end of the patch toward the outer eye, the smaller end toward the nose. Remove a second patch and repeat on the other eye. Enjoy for 20 minutes, then remove patches and discard. Gently pat any excess formula into the skin. Replace disc after use. Use-up rate is 15 weeks when used twice per week.

Formula Attributes:

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy
- Non-comedogenic
- Suitable for sensitive eyes and contact lens wearers
- Suitable for all skin types



Derived from nature.¹ Certified for confidence.



- Leaves skin feeling hydrated and nourished.
- Absorbs quickly and feels lightweight.
- Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES.

Mary Kay Naturally™ Skin Care is our latest commitment to giving as many women as possible the chance to love our products. And to feel confident in choosing the right products. In addition to our ongoing commitment to quality, safety and rigorously tested products, every Mary Kay Naturally™ product is third-party certified as natural according to comprehensive standards. For our core lineup, we chose COSMOS Natural certified by EcoCert.

POWER STATEMENT:

Derived from nature.¹ Certified for confidence.

Mary Kay Naturally™ features quality, effective and naturally derived¹ products that are right in step with your daily routine. The line includes Purifying Cleanser, Exfoliating Powder, Nourishing Oil and Moisturizing Stick. They are suitable for sensitive skin with gentle formulas for normal to dry skin types that leave skin looking healthy. Use them as your main skin care or add them to your favorite Mary Kay® regimen.

Benefits

- Leaves skin feeling hydrated and nourished.
- Skin is left looking revitalized and with a healthy glow.
- Skin feels satiny smooth, soft and supple.
- Absorbs quickly and feels lightweight
- 80% of women said,² “I love how my skin feels after using this oil.”

Ingredients

- Features a blend of sweet almond oil, olive oil and sesame oil, which are natural emollients and provide moisturizing benefits
- Includes squalane, derived from plants, which is an excellent moisturizer to help support the skin barrier and reduce dryness
- Vitamin E provides protective antioxidant benefits.
- Features a light vanilla scent
- Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES as are all Mary Kay Naturally™ products, plus Nourishing Oil is also free of silicone, mineral oil and alcohol or any ingredients that have been genetically modified.
- 100% natural origin¹ of total ingredients

Usage

- Can be used all over, including on the face, cuticles, elbows, even ends of hair
- Can mix 1 to 2 drops with your moisturizer or foundation for a customized beauty experience†
- Can be mixed with Mary Kay Naturally™ Exfoliating Powder for a personalized exfoliating experience.
- Can be used with your morning or evening routine or both

Formula Attributes:

- Gentle formulas for normal-to-dry skin types
- Suitable for sensitive skin
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested
- Non-comedogenic

Use Up Rate:

- Approximately 2 months used 2X daily (2-3 drops per use).

¹At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards — currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally].

²Based on a majority of panelists who agreed with statements in a 1-week independent consumer study during which 200 women used Mary Kay Naturally™ Nourishing Oil daily.

†It is not recommended to mix the oil with sunscreen or acne products. You can apply one product followed by another but avoid mixing together as one



“ OUR PRODUCT MARKETING GROUP SAYS,
This multitasking genius breathes new life into tired, sluggish, stressed skin. TimeWise® Moisture Renewing Gel Mask is deeply hydrating, replenishing moisture on contact and delivering other skin-renewing benefits. ”



FACT: AS WE AGE OUR SKIN'S ABILITY TO STAY PROPERLY HYDRATED IS DIMINISHED, WHICH LEADS TO SKIN LOOKING OLDER THAN IT IS. ALL WOMEN — EVEN THOSE WITH OILY SKIN — NEED TO USE SKIN CARE PRODUCTS THAT ARE FORMULATED TO NOT ONLY ADD MOISTURE BUT ALSO HELP SKIN HOLD IN EVERY PRECIOUS DROP.

POWER STATEMENT:

10 PAMPERING MINUTES. 10 SKIN-RENEWING BENEFITS.

BENEFITS AND CLAIMS

Women who experienced TimeWise® Moisture Renewing Gel Mask in an in-depth consumer study* overwhelmingly agreed that it not only enhanced the overall appearance of their skin but also delivered these specific benefits:

- 92% said skin felt smoother and softer
- 86% said skin felt pampered and nourished
- 85% said skin looked firmer and felt purified
- 84% said it helped reduce the appearance of pores
- 82% said skin was calmed and instantly hydrated
- 77% said skin appeared less stressed

*Results reported during an independent consumer study during which 114 women used the product for 10 minutes two to three times per week over a two-week period.

TARGET CUSTOMER

- Women who are interested in facial age-fighting and skin-nourishing benefits delivered in a luxuriously rich gel formula
- Women who currently use TimeWise® skin care and are looking to add an extra dimension to their regimen
- Anyone who wants to add the latest age-fighting or an additional level of hydration to their skin care regimen

HOW IT WORKS

This high-performing gel mask contains a number of important ingredients that work synergistically to deliver skin-renewing benefits.

- **Formulated to attract and maintain moisture.** This advanced formula contains sodium hyaluronate, closely related to hyaluronic acid. This powerful humectant acts like a sponge on your skin — helping to attract vital moisture so your skin can use it more effectively.
- **Formulated to help balance moisture levels.** The plant-derived glycerin in this formula acts as a humectant, attracting moisture to the skin.
- **Formulated to help firm and calm skin and strengthen skin barrier function.** The formula contains chestnut seed extract which impacts factors* that may help calm skin.* It also contains Niacinamide, one of the two principle forms of vitamin B3, and is scientifically known to fortify the skin's barrier.
- **Formulated with an antioxidant superpower.** Fresh acai berries have been reported to neutralize free radicals at a potency rate of more than 80 times that of Green Tea.

**In an independent consumer study women agreed their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among other visible benefits.

APPLICATION INSTRUCTIONS

- Apply a thick, even layer to clean skin. Leave on for 5–10 minutes. Remove with tissue or warm, wet washcloth. For an enhanced pampering experience, apply before bedtime and leave mask on overnight. Use 2 to 3 times per week.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- All TimeWise® skin care products
- Indulge® Soothing Eye Gel
- Clear Proof® Deep-Cleansing Charcoal Mask

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	Dry to oily skin