

A versatile way to cleanse skin.



- Gentle yet effective
- No rinsing or harsh rubbing required
- Removes impurities
- Helps break down face makeup
- Leaves skin hydrated

Gentle-yet-effective micellar water is made with purified water and low concentrations of mild surfactants. The surfactants group together forming tiny spheres called micelles. Micelles love impurities and act like magnets to attract the buildup of the day—or night—away from skin.

Unique Selling Proposition:
A versatile way to cleanse skin.

Revive your routine with a versatile way to cleanse skin. From quick cleansing and double cleansing to refreshing skin when you're on the go or in a rush, Mary Kay® Micellar Water is a must-have for women everywhere. Gentle yet effective, it attracts impurities to cleanse skin with just a few soft swipes of a saturated cotton ball or pad.

Application Instructions:

- Can use twice daily—avoid direct contact with eyes
- Works as a quick, in-between clean throughout the day
- Works as step one in a double cleansing routine
- Gentle formula doesn't require rinsing

Usage Tip:

Micellar water works as the perfect first step in a double cleansing routine. Use micellar water to gently break down face makeup, oil and other daily debris. Then follow with a skin type-specific cleanser to target individual needs and rinse skin clean.

Formula Attributes:

- Dermatologist-tested
- Tested for skin irritancy and allergy

