

Mary Kay Naturally™ Skin Care

Frequently Asked Questions

Mary Kay Naturally™ and Botanical Effects®

1. Why are we offering Mary Kay Naturally™ products?

Our goal is to provide every woman with skin care choices to meet her needs. Since needs can change over time, we offer a range of products that cater to any stage in her life, whether it's age-defying, acne-fighting, hydration, and now, products with naturally derived ingredients.¹ *Mary Kay Naturally™* represents our latest commitment to meeting the expectations of women who want natural products that are what they say they are. So *Mary Kay Naturally™* products are certified by a third party to contain at least 90% naturally derived ingredients.¹ Yet no matter what *Mary Kay®* skin care a woman chooses, our focus is always on product safety and performance through high-quality ingredients and rigorous testing that always put you first.

2. Are Botanical Effects® products natural? Does Mary Kay Naturally™ replace Botanical Effects®?

Botanical Effects® products contain nature-inspired ingredients including dragon fruit and aloe extracts. *Mary Kay Naturally™* is certified natural according to comprehensive standards with at least 90% of ingredients derived from natural sources.¹ It is not a replacement for *Botanical Effects®*, although you may have current as well as new customers who would be interested in *Mary Kay Naturally™* Skin Care.

3. Who is the Mary Kay Naturally™ Skin Care customer? Should I offer the products to my Botanical Effects® Skin Care customers?

Mary Kay Naturally™ Skin Care has unique product forms that may appeal to a wide range of your customers. However, it is primarily targeted to women who are looking for products with naturally derived ingredients¹ that are certified to comprehensive standards and to women who do not have age-defying concerns. She may be at any stage of her life – conscious of ingredients, a new mom, likes to try unique product forms. She may be a new customer who hasn't considered *Mary Kay®* products before, or she may be a *Botanical Effects®* Skin Care customer ready to elevate her skin care routine.

Natural, Organic, Synthetic

4. What is the difference between natural and organic?

In food, organic has a strict, regulated definition; but when it comes to cosmetics, there is no set definition by the FDA for either organic or natural. Companies must determine their own definitions. Mary Kay chose to offer naturally derived products and chose to certify our *Mary Kay Naturally™* products so you can feel confident and informed about what we claim. We define our *Mary Kay Naturally™* products as having at least 90% of ingredients 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.

5. Why did Mary Kay choose naturally derived products instead of organic?

We chose the COSMOS Natural standard over organic as it allows us more choices of ingredient suppliers and more consistent pricing while still meeting the expectations of the consumer. In the case of organic, fewer sources are available to supply these ingredients, or ingredients may only be available from a specific region. As it takes multiple ingredients to create a skin care formula, there is a much higher potential for inconsistent supply as well as fluctuating prices. Our goal is to minimize back orders or disruptions to sales and your business. Offering naturally derived products provides us more flexibility and is the better option.

6. What is the difference between natural and synthetic ingredients?

There is no government-regulated definition for natural, so the term can mean different things to different companies. For Mary Kay, we define naturally derived ingredients as coming from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. Anything that falls outside that definition could be considered synthetic or could be referred to as man-made.

7. Are natural products safer for me?

Many dermatologists agree, in general, that the term “natural” does not automatically mean safer. After all, poison ivy or even peanuts are natural but can be harmful or have adverse effects on people.

For Mary Kay specifically, all of our products are safe. So it’s just a matter of preference and desired benefits. To ensure product safety, quality and performance, every year we spend millions of dollars and conduct hundreds of thousands of tests, including clinical studies with independent dermatologists, ophthalmologists and other medical experts. We go above and beyond the more than 1,300 ingredients banned worldwide to meet our high standards. If we can’t verify an ingredient’s safety, we won’t use it. Of the thousands of ingredients evaluated in our research center by toxicologists, microbiologists and other degreed professionals, only the highest quality ones are chosen for development.

Ingredients, Allergens

8. What does “the ingredients that are not naturally derived are included to help blend the formula together and maintain effectiveness” mean?

Ingredients that are not part of the percentage of natural origin are included because they are best-suited based on the particular product to help keep the formula from separating and to maintain its integrity and shelf life. Even these ingredients, while not of natural origin, are from a very limited list of acceptable alternative ingredients according to third-party standards – currently the COSMOS standard.

- 9. What is the .51% synthetic ingredient in the purifying cleanser?**
Sodium benzoate.
- 10. Are *Mary Kay Naturally*[™] products gluten-free?**
No. The products are not gluten-free. In general, we do not claim any products to be certified gluten-free.
- 11. Are *Mary Kay Naturally*[™] products less likely to cause an allergic reaction?**
No. Just as someone can be allergic to peanuts, which are natural, someone can be allergic to products containing naturally derived ingredients. However, *Mary Kay Naturally*[™] products are dermatologist-tested, are clinically tested for skin irritancy and allergy and are suitable for sensitive skin.
- 12. What are phthalates (‘tha- lāts)?**
Phthalates have been used in a wide variety of products, including cosmetics such as nail polish to help with flexibility and in fragrance to help the scent last. Mary Kay does not include phthalates in any of our products. For more information on phthalates and their use in cosmetics, visit the Personal Care Products Council’s product information website, CosmeticsInfo.org: cosmeticsinfo.org/ingredient/dimethyl-phthalate-diethyl-phthalate-and-dibutyl-phthalate.
- 13. What is SLS/SLES?**
SLS stands for sodium lauryl sulfate and SLES stands for sodium laureth sulfate. It is often used to add foaming and lathering properties to facial cleansers. While SLS/SLES has been associated with potential skin irritation, especially for those with skin conditions, irritation is avoidable with proper formulation. There is no scientific data to support that SLS/SLES is harmful. Although a safe and approved ingredient, due to consumer preference, SLS/SLES is in only a few *Mary Kay*[®] products.
- 14. What does non-GMO mean?**
GMO stands for genetically modified organism. It’s the use of biotechnology to make specific changes to a plant’s genetic makeup. Crop modification from humans has happened for hundreds of years through selective breeding. The FDA has stated that credible evidence demonstrates GMO plant varieties to be as safe as comparable non-GMO plants.
- 15. Are *Mary Kay Naturally*[™] products edible since they are made from naturally derived ingredients?**
No. Like all *Mary Kay*[®] products, they are for topical use only and not to be ingested.

16. Why do *Mary Kay*[®] products appear on websites and apps reviewing product and ingredient safety?

The internet is full information – *and* misinformation. In deciding what to believe, consider a few things.

- a) **Did the reviewer conduct their own ingredient or product testing?** In most cases, the answer is no. They might be repeating something they read that may be inaccurate, or they might not have the technical expertise needed, such as a toxicologist would have, to knowledgeably evaluate the data. Mary Kay employs a team of seasoned toxicologists, microbiologists and degreed professionals to test our products and ingredients.
- b) **Is the information accurate and complete?** Without access to the extensive data or testing a company conducts, someone can disseminate information that is out of context, outdated or simply opinion versus fact. Mary Kay not only has a trained team of degreed professionals to review and validate product and ingredient safety data, we also partner with independent medical experts to verify our products are safe for use.
- c) **Are assumptions being made simply due to incomplete or lack of data online?** It can be easy to jump to conclusions, such as when data is not readily available or is limited. Yet that cannot be the sole basis for concern. Mary Kay conducts extensive studies to assess and provide product safety, and this information is not shared publicly due to the competitive nature of our business and our proprietary rights.

17. Do *Mary Kay Naturally*[™] products contain parabens?

No. *Mary Kay Naturally*[™] products do not contain parabens.

18. What are the preservative ingredients in each *Mary Kay Naturally*[™] product?

Purifying Cleanser – Sodium benzoate.

Exfoliating Powder – This product is anhydrous (contains no water) and is resistant to microbial proliferation. It does not contain preservatives.

Nourishing Oil – This product is anhydrous and is resistant to microbial proliferation. It does not contain preservatives.

Moisturizing Stick – This product is anhydrous and is considered resistant to microbial proliferation. It does not contain preservatives.

19. Does *Mary Kay Naturally*[™] Exfoliating Powder contain talc? If not, what provides the gentle exfoliation?

No. *Mary Kay Naturally*[™] Exfoliating Powder does not contain talc. It contains citric acid, which has similar benefits to other exfoliants, and hydrogenated castor oil processed into fine, wax beads to provide exfoliating benefits.

20. Why has Mary Kay committed to formulating without specific ingredients for *Mary Kay Naturally*[™] but not for all *Mary Kay*[®] products? Will our other products be free of these ingredients in the future?

Women who want naturally derived¹ products expect that they will not contain certain ingredients. To meet these expectations, *Mary Kay Naturally*[™] products do not include parabens, phthalates, synthetic fragrance, synthetic dyes or SLS/SLES. While some

customers across our product lines may be interested in formulas without these or other ingredients, many women are not. Often it is benefits, such as age-defying or acne-fighting, that are the key reasons for buying. Since Mary Kay only uses ingredients that are safe based on scientific data and fact, we select the best ingredients to deliver the aesthetic, performance and efficacy expected for each product. And that can vary from product to product and may or may not contain these or other ingredients. Please be assured, we continually evaluate new ingredients, technology and innovations to deliver what women want and that meet our high quality and safety standards without compromise.

21. Do *Mary Kay Naturally*[™] products contain fragrance?

Mary Kay Naturally[™] Purifying Cleanser, Exfoliating Powder and Nourishing Oil contain a natural, light vanilla fragrance. The *Mary Kay Naturally*[™] Moisturizing Stick does not contain fragrance.

22. Do *Mary Kay Naturally*[™] products contain oil?

Yes. *Mary Kay Naturally*[™] products contain oil, but all are tested to be non-comedogenic.

23. Do *Mary Kay Naturally*[™] products contain animal-derived ingredients?

The *Mary Kay Naturally*[™] Moisturizing Stick contains beeswax.

***Mary Kay Naturally*[™] products**

24. Are *Mary Kay Naturally*[™] products tested on animals?

You can rest assured that none of the *Mary Kay Naturally*[™] products you purchase in North America have been tested on animals.

25. Are *Mary Kay Naturally*[™] products cruelty-free?

We did not seek certification as cruelty-free; however, you can rest assured that none of the *Mary Kay Naturally*[™] products you purchase in North America have been tested on animals.

26. Are *Mary Kay Naturally*[™] products vegan?

No. The *Mary Kay Naturally*[™] Moisturizing Stick contains beeswax.

27. Do I need to store these products in the refrigerator? If not, why?

No. All *Mary Kay Naturally*[™] products have a shelf life of three years without the need for refrigeration. The advancements in technology and ingredient options allow for more stable formulations and extended shelf life similar to traditional skin care. This was a necessary development in order for us to offer naturally derived¹ products to you.

28. I noticed a change in the color of the product formulas. Does that mean they are expired?

No. When using naturally derived ingredients,¹ some small color shifts can be expected. The integrity and efficacy of the product is not impacted as all *Mary Kay Naturally*[™] products have been tested to maintain a three-year shelf life.

29. Why are some *Mary Kay Naturally*[™] products made in France? Why aren't they made at our new manufacturing center?

As a competitive company in a global marketplace, we look to manufacturing partners from around the world for specialized products. In the case of *Mary Kay Naturally*[™] products, expertise and special processes are required to manufacture products with a high percentage of natural origin and that meet strict third-party certification standards. In addition, the manufacturing facility itself must be certified to these standards. So not only is it more cost-effective to partner with a vendor, it also allows us to leverage their expertise and experience in this specialized market.

30. Why do I need to use a cotton pad with the purifying cleanser?

Given the creamy formula and lack of lathering properties that comes from being free of SLS/SLES (foaming agents), we found that a cotton pad provides a better cleansing experience than using your hands.

31. Can I use the *Skinvigate Sonic*[™] Skin Care System with *Mary Kay Naturally*[™] products?

- **Purifying Cleanser** – Yes. The *Skinvigate Sonic*[™] Skin Care System is designed to be used with your favorite cleanser, which can include *Mary Kay Naturally*[™] Purifying Cleanser.
- **Exfoliating Powder** – No. It is not recommended to use the *Skinvigate Sonic*[™] Skin Care System with the exfoliating powder as the system was not tested with exfoliators.
- **Nourishing Oil** – Yes. The *Skinvigate Sonic*[™] Skin Care System with the *Skinvigate Sonic*[™] Facial Massage Head is designed to boost your serum step and can also be used with facial oil, such as *Mary Kay Naturally*[™] Nourishing Oil.
- **Moisturizing Stick** – No. It is not recommended to use the *Skinvigate Sonic*[™] Skin Care System with the *Skinvigate Sonic*[™] Facial Massage Head and the moisturizing stick as it may not provide the best experience compared to a cream or lotion moisturizer.

32. Can the moisturizing stick be used on damp skin?

It was not tested for use on damp skin and may not provide the best experience, but it may depend on individual preference.

33. Should I apply the exfoliating powder to damp or dry skin?

As the powder is mixed with water (or the purifying cleanser or nourishing oil), it is up to individual preference.

34. Can I use the exfoliating powder on other parts of my body?

We did not test for use other than on the face, although it's reasonable to believe it could be acceptable for the body.

35. Can I add the nourishing oil to my bath water?

It is not recommended to add to bath water as it was not specifically tested for this use.

36. Will the nourishing oil clog my pores or make me break out?

The nourishing oil was tested to be non-comedogenic (to not clog pores). However, anytime you change or add new products to your skin care routine, it's possible some people may experience breakouts as their skin adjusts.

37. Why is there not a typical lotion or cream moisturizer in the *Mary Kay Naturally*[™] line?

For the launch of the line, we wanted to offer unique product forms to the portfolio that could attract both new and existing customers to try the products or add them into their existing routine. The moisturizing stick can be used to provide immediate relief from dryness to multiple targeted areas. And the nourishing oil leaves skin feeling hydrated. But please know we will continue to evaluate our product offering to identify any additional needs.

38. Why is there no sunscreen product offered in the *Mary Kay Naturally*[™] line? What should I use for sun protection?

For customers looking for naturally derived sun protection, we do not currently have a product to offer. We have not yet found an option that meets our aesthetic, quality and naturally derived¹ standards. However, for customers who are mostly concerned about SPF protection, you can offer several options depending on additional benefits they may want. For example:

- **SPF plus moisturization and age-defying** – *TimeWise*[®] *Age Minimize 3D*[®] Day Cream SPF 30 Broad Spectrum Sunscreen* or *TimeWise Repair*[®] *Volu-Firm*[®] Day Cream Sunscreen Broad Spectrum SPF 30.*
- **SPF plus lightweight coverage** – *Mary Kay*[®] CC Cream Sunscreen Broad Spectrum SPF 15.*
- **SPF plus priming/mattifying** – *Mary Kay*[®] Foundation Primer Sunscreen Broad Spectrum SPF 15.*
- **SPF only** – *Mary Kay*[®] Sun Care Sunscreen Broad Spectrum SPF 50.*

39. Why are there no before-and-after images to show results?

Unlike age-defying or acne-fighting products, there is not an expectation for dramatic skin transformation over time with *Mary Kay Naturally*[™] products. They were developed to provide you with an option for your customers interested in naturally derived¹ products with gentle formulas that leave skin looking healthy.

40. What is the shelf life?

The shelf life for all *Mary Kay Naturally*[™] products is three years.

41. How can *Mary Kay Naturally*[™] products achieve a three-year shelf life when the shelf life of many naturally derived products is often 6–12 months?

As we are not a direct-to-consumer retailer, we uniquely design and test all *Mary Kay*[®] products to provide the stability and shelf life that supports our Independent Beauty Consultants' businesses. And *Mary Kay Naturally*[™] products are no exception. So the

products are formulated with multifunctional ingredients that help meet a three-year shelf life while still achieving a high percentage of natural origin as well as the desired benefits.

42. What are the use-up rates?

- Purifying Cleanser – Approximately 2 months when used twice a day.
- Exfoliating Powder – Approximately 2.5 months when used once a day (about a quarter-sized amount).
- Nourishing Oil – Approximately 2 months when used twice a day (2 or 3 drops per use).
- Moisturizing Stick – Approximately 2 months depending on usage, which can vary greatly.

43. If my customer uses all *Mary Kay Naturally*[™] products, what is the order of application?

- Purifying Cleanser
- Exfoliating Powder
- Nourishing Oil (may choose evening only)
- Moisturizing Stick

44. Can *Mary Kay Naturally*[™] products be used with other *Mary Kay*[®] products?

While they were not tested with other *Mary Kay*[®] products, it's reasonable to expect that most *Mary Kay*[®] products can be used with *Mary Kay Naturally*[™] products. A couple of exceptions to note:

- **Exfoliating Powder**
 - If using the powder daily, do not use another exfoliator, such as *TimeWise Repair*[®] *Revealing Radiance*[®] Facial Peel, *TimeWise*[®] Microdermabrasion Refine or *Botanical Effects*[®] Invigorating Scrub. Also, do not use a deep-cleaning mask, such as *Clear Proof*[®] Deep-Cleansing Charcoal Mask.
 - If using the powder 2–3 times per week, do not use on the same day as another exfoliator or deep-cleaning mask.
- **Nourishing Oil**
 - Do not mix with *TimeWise Vitamin C Activating Squares*[®] as you must add water to the squares first, so the oil will not mix with the water.
 - Do not mix with any SPF product, such as *TimeWise Repair*[®] *Volu-Firm*[®] Day Cream Sunscreen Broad Spectrum SPF 30,* *TimeWise*[®] *Age Minimize 3D*[®] Day Cream SPF 30 Broad Spectrum Sunscreen* or *Mary Kay*[®] CC Cream Broad Spectrum SPF 15.* Also, do not mix with any acne treatment product, such as the *Clear Proof*[®] line of products.
 - You can layer these products before or after you apply nourishing oil, but the oil should not be mixed with the products as one application.

45. Are *Mary Kay Naturally*[™] products 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.

46. Are *Mary Kay Naturally*[™] products suitable for children?

The products were not tested on individuals under 18 years of age.

47. Are *Mary Kay Naturally*[™] products suitable for all skin types? Are they suitable for sensitive skin?

The products are most-suited for normal-to-dry skin types and are suitable for sensitive skin. Those with combination or oily skin may also enjoy the products, although it will depend on individual preferences.

48. I've noticed many beauty brands talk about their "nontoxic" products. Are the *Mary Kay Naturally*[™] products considered "nontoxic"?

All *Mary Kay*[®] products are safe. We evaluate thousands of ingredients in our research center by toxicologists, microbiologists and other degreed professionals, and only the highest quality ones are chosen for further development. If we can't verify an ingredient's safety, we won't use it. In addition, the term "nontoxic" may be misused as a marketing tactic since to be toxic is to be poisonous. Yet all skin care and cosmetics products are regulated by government health and safety authorities. While cosmetics standards vary worldwide, Mary Kay meets or exceeds the regulatory requirements in each market where our products are sold.

Packaging

49. Why isn't the packaging pink?

The packaging helps convey a clean, simple, natural feeling that consumers expect for these products. We conducted consumer research which showed us that a blue-green hue is well-liked and fits with the concept of a naturally derived skin care line. Plus, we needed to have a clear distinction from our other product lines and also quickly communicate that this line is derived from nature.

50. What is the plant featured on the packaging?

Actually, it's not a specific species of plant but a generic representation of one. The reason we created this image is that while we wanted the packaging to convey a natural feeling, we also wanted the packaging to have consistency across the products with minimal confusion. As there is no common ingredient across all of the products and there are many great ingredients in each product, featuring multiple ingredients would be too busy and could confuse consumers on what's actually in each product. So we decided to create a unique image that communicates the product is derived from nature but is not a specific plant.

51. Is the packaging recyclable?

All packaging complies with comprehensive standards to ensure respect for the environment. Our cartons are made from 100% post-consumer content, are recyclable** and feature Forest Stewardship Council†-certified material. For our primary packaging, we strive to select as many recyclable components as possible while also considering the formula compatibility, product usage, experience and other factors that determine packaging selection. Below are the recyclable components for each *Mary Kay Naturally™* product.

<i>Mary Kay Naturally™</i> Product	Recyclable Component
Purifying Cleanser	Cap
Powder Exfoliator	Bottle and Cap
Nourishing Oil	Bottle
Moisturizing Stick	Package and Cap

EcoCert/COSMOS/Forest Stewardship Council (FSC)

52. What is COSMOS?

COSMOS is an independent, nonprofit association established in 2010 by the five leading European natural- and organic-certifying associations – ECOCERT Greenlife, BDIH, Cosmebio, ICEA and Soil Association. Based in Europe, COSMOS was created in response to the lack of a unified standard for natural and organic products. Historically, each association had its own set of standards used to certify products as natural or organic. To help reduce consumer confusion, these leaders collaborated to identify a comprehensive set of standards with which all products, suppliers and manufacturers seeking COSMOS Natural certification need to comply. To learn more about the COSMOS standard, visit cosmos-standard.org/the-cosmos-standard/.

53. What is EcoCert? Why is it on the certification logo?

EcoCert is one of several organizations that certify products as natural according to COSMOS standards. They have been committed to sustainable development in a wide range of business sectors for over 25 years.

54. The Forest Stewardship Council logo says “from well-managed forests.” What does that mean?

For more on what is meant by well-managed forests, visit the Forest Stewardship Council’s website at ic.fsc.org/en/what-is-fsc-certification/forest-management-certification.

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 marykay.com/naturally.

*Over-the-counter drug product

**Where facilities exist

†The Forest Stewardship Council (FSC) is dedicated to supporting the practice of sustainable forestry worldwide. FSC-certified paper and print products contribute to conservation, responsible management and community-level benefits for people near the forests that provide the paper.