

OUR SCIENTISTS SAY,

“ The moisturizers in Mary Kay’s skin care lines are an essential step for providing needed moisture to the skin. Some women may require extra hydration at various times, and that’s why Mary Kay has customized products to enhance the skin’s hydration. ”

Factors like temperature, humidity, age and hormones can upset the skin’s moisture balance.



Experts recommend optimal moisturization for all skin types to leave skin soft, smooth, and youthful-looking.

FACT: Oil and moisture are two different things. Oily skin can be as dehydrated as dry skin.

PRODUCT POSITIONING

Helps maintain the natural moisture of the skin and replenishes hydration in dry areas.

BENEFITS AND CLAIMS

- Helps maintain the natural moisture of the skin and replenishes hydration in dry areas
- Excellent for dry patches, especially on hands, elbows, and feet

TARGET CUSTOMER

- People with dry patches
- Customers with very dry skin

HOW IT WORKS

- Extra Emollient Night Cream forms a protective shield to minimize moisture evaporation and allow increased hydration of dry areas, especially hands, elbows, knees and feet.

KEY INGREDIENTS AND FUNCTIONS

Petrolatum	Emollient: Helps to maintain the soft, smooth and supple appearance of the skin.
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APPLICATION INSTRUCTIONS

- Apply a small amount to clean skin after your regular moisturizer as needed – only use in the evening.
- For added hydration, dampen skin with water prior to applying.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Microdermabrasion Set
- Satin Hands® Pampering Set

CHARACTERISTICS

✓	Suitable for all skin types
✓	Clinically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Hypoallergenic

EXTRA HYDRATION MOISTURIZER COMPARISON CHART

Product	Extra Emollient Night Cream	Intense Moisturizing Cream	Oil-Free Hydrating Gel
Skin Type	Very dry skin	Dry skin	Normal to oily skin
Product Description	Fragrant, translucent moisturizing cream	Rich, luxurious cream	Non-greasy, lightweight gel
Product Benefits	Helps maintain the natural moisture of the face, and allows increased hydration in dry areas. Excellent for dry patches, especially on hands, elbows and feet.	Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth. Leaves the skin feeling hydrated for up to 10 hours.	Non-greasy gel absorbs quickly, leaving skin cool and refreshed. Hydrates skin for up to 10 hours.
When to Use	Apply after your regular moisturizer as needed – only use in the evening.	Apply after your regular moisturizer as needed – morning, evening or both.	Apply after your regular moisturizer as needed – morning, evening or both.