

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

Transform your skin by restoring its moisture balance.

BENEFITS AND CLAIMS

- Non-greasy gel absorbs quickly, leaving skin cool and refreshed
- Hydrates skin for up to 10 hours

TARGET CUSTOMER

- Customers with normal to oily skin

HOW IT WORKS

- The lightweight, oil-free gel transforms your skin by restoring its moisture balance.

KEY INGREDIENTS AND FUNCTIONS

Dimethicone	Conditioner: Improves the appearance of skin (e.g. skin looks softer, smoother). Emollient: Helps to maintain the soft, smooth and supple appearance of the skin.
Green tea extract (<i>Camellia sinensis</i> extract)	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties.

APPLICATION INSTRUCTIONS

- Apply after your regular moisturizer as needed.

CROSS-SELLING OPPORTUNITIES

- TimeWise® 3-in-1 Cleanser (Combination/Oily)
- TimeWise® Age-Fighting Moisturizer (Combination/Oily)
- Beauty Blotters® Oil-Absorbing Tissue

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Non-comedogenic
✓	Hypoallergenic

USE-UP RATE

- 1½ months, when used twice a day

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.