

TimeWise Repair® Regimen



What's The Story Behind The TimeWise Repair™ Regimen?

- What is the regimen Power Statement?
- What are the regimen benefits?
- What results did women see?
- Who is the customer?
- What are the individual product benefits?

**TimeWise Repair®. Extensive
Research.
Innovative Ingredients.
Comprehensive Testing.**



What is the Power Statement for TimeWise Repair®?

Restore what was lost. And lift away the years.

Powered by the Volu-Firm® complex, TimeWise Repair® is the scientifically advanced regimen that targets the advanced signs of aging like never before.

What are the benefits of the TimeWise Repair[®] regimen?

The regimen is clinically shown[†] to deliver these age-defying results:*

- Reduced look of deep lines and wrinkles, and improved look of wrinkle severity
- Lifted appearance is restored
- Improved skin firmness
- Improved skin elasticity
- Enhanced appearance of skin clarity
- Improved overall appearance

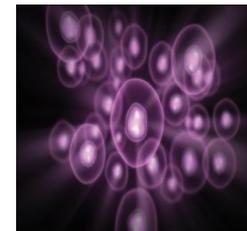
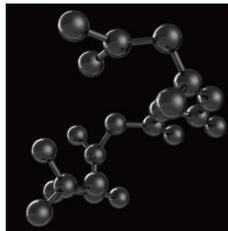
[†]Based on multiple 12-week independent clinical studies during which 33 to 45 women used each regimen* product individually once daily (day cream/night cream) or twice daily (serum/eye cream)

TimeWise Repair® Regimen

The TimeWise Repair® regimen targets these advanced visible signs of aging:

- Deep lines and wrinkles, including the eye area
- Loss of firmness and sagging skin
- Loss of skin volume
- Loss of firmness and lift along the jawline
- Skin crepiness
- Eye area puffiness and dark circles
- Wrinkles and crepiness in the neck area
- Age spots and uneven skin tone
- Thinning, more fragile skin
- Uncomfortable dryness

The Volu-Firm® Complex is the Catalyst Behind TimeWise Repair®



The Volu-Firm® Complex contains:

- *A biomimetic peptide: helps support skin's natural processes* to help improve the appearance of sagging and wrinkles*
- *A skin volume-supporting peptide: helps maintain natural hyaluronic acid*, a vital component of skin that plays a role in helping maintain youthful-looking volume and lift.*
- *Plant stem cells: derived from gotu kola to help support the natural framework of skin.**

**Based on in vitro testing of key ingredients.*

Who is the customer for TimeWise Repair®?

- A woman who is already experiencing the advanced signs of aging
- A woman who wants to be among the first to experience the latest and greatest in skin care advancements
- A woman who would like to go above and beyond what her skin may need right now



The Timewise Repair® Regimen

- Volu-Firm® Foaming Cleanser
- Volu-Firm® Advanced 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

What Are The Key Benefits Of Volu-firm® Foaming Cleanser?

- Maintains moisture balance
- Renews skin radiance
- Promotes a feeling of suppleness
- Leaves skin feeling pampered
- Contains the benefits of the Volu-Firm® Complex



Women Love Volu-Firm® Foaming Cleanser!

After 1-week of using Volu-Firm® Foaming Cleanser, a majority of women+ agreed that it:

- Maintains moisture balance: 86%
- Renews skin's 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.

What Are The Key Benefits Of Volu-firm® Advanced Lifting Serum?

Using multiple clinical testing methods, including state-of-the-art 3D facial imaging, we tested Volu-Firm® Advanced Lifting Serum from every angle to show how it helps reclaim your triangle of youth.

And the results speak for themselves – these impressive numbers reflect the percentage of panelists who showed improvement:

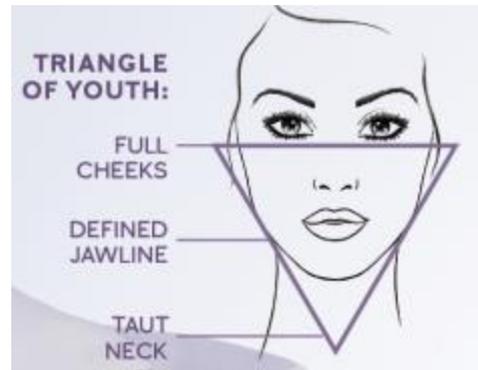
- Sagging skin along the cheeks and jawline is visibly lifted: 100%†
- Skin overall is visibly lifted: 98%†
- Skin firmness is improved: 82%†
- Deep lines and wrinkles are visibly reduced: 98%†
- Skin elasticity is enhanced: 78%†
- Skin moisture is immediately increased: 100%*



†Based on one 12-week independent clinical study in which 45 women used the serum twice a day. Numbers reflect the percentage of panelists who showed improvement.

*Based on bio-instrument testing. Number reflects percentage of panelists who showed improvement.

TRIANGLE OF YOUTH



As skin ages, this area can become compromised. The cheeks can appear hollow. The jawline can start to sag. Crepiness can begin to show in the neck. The Volu-Firm® Advanced Lifting Serum focuses its power in these areas to help bring back a youthful appearance!

What Are The Key Benefits Of Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*?



- Restores skin's youthful cushion
- Formulated to help minimize skin reaction to external irritants
- Skin tone appears more even
- Helps protect against skin-aging UVA/UVB damage
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm® Complex

* Over-the-counter drug product

Women Love Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*!

During a 4-week independent consumer study+, a majority of women agreed that it:

- Helps minimize appearance of deep wrinkles: 70%
- Softens appearance of crepiness on the neck: 74%
- Restores youthful cushion: 80%
- Skin tone appears more even: 82%

+ Results based on a 4-week independent consumer study during which 181 women used the product once in the morning

*Over-the-counter drug product

What are the key benefits of Volu-Firm® Night Treatment with Retinol?

- Reduces the appearance of deep lines and wrinkles
- Helps improve advanced signs of aging
- Helps reveal radiant-looking skin
- Skin tone appears more even
- Helps neck area look noticeably smoother
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm® Complex



Women Love Volu-Firm® Night Treatment with Retinol!

During a 4-week independent consumer study+, a majority of women agreed that it:

- Helps improve advanced signs of aging: 76%
- Helps skin feel firmer: 73%
- Jawline area appears more defined: 67%
- Restores youthful cushion to skin: 81%
- Skin tone appears more even: 84%
- Enhances skin's overall appearance: 90%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study

What are the key benefits of Volu-Firm® Eye Renewal Cream?

- Targets deep lines, wrinkles and sagging skin
- Targets under-eye bags, puffiness and dark circles
- Targets crepiness and dry skin
- Increases skin moisture for 12 hours
- Unique applicator tip
- Contains the benefits of the Volu-Firm® Complex



Women Love Volu-Firm® Eye Renewal Cream!

After 1 week+, they said it:

- Helps reduce the look of crepey skin: 74%
- Helps minimize look of under-eye bags and dark circles: 68%

After 2 weeks+, they said it:

- Firms and tones appearance of sagging skin around eyes: 73%
- Minimizes appearance of deep wrinkles: 70%
- Restores the appearance of a youthful lift: 71%

After 4 weeks+, they said it:

- Helps repair skin's appearance: 85%
- Reduces appearance of droopy eyelids: 67%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study

Let's Remember Mary Kay's Words....

“Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women and men turn these good feelings into more positive self-images. This, in turn, will allow them to approach life's challenges with confidence and determination. As I have often said, ‘We're not only in the cosmetics business – we're also in the people business.’ ”