

APP OVERVIEW

1. What does the Mary Kay® Skin Analyzer App do?

The Mary Kay® Skin Analyzer App evaluates your customer's skin by measuring overall texture, the number and depth of wrinkles, skin tone and undereye appearance. Based on the results of the skin evaluation, the Skin Analyzer App provides a customized regimen of Mary Kay® products that best addresses your skin care needs.

2. How does the Mary Kay® Skin Analyzer App work, and how are the scores calculated?

The Skin Analyzer App uses advanced facial skin recommendation technology to measure scan results against a database of more than 80,000 facial profiles. It evaluates the skin using insights from characteristics of overall texture, the number of wrinkles, skin tone and undereye appearance.

3. Is there a cost to use the Mary Kay® Skin Analyzer App?

No. The app is free and available for all Independent Beauty Consultants to use.

HOW TO SCAN

4. How do my customers get the most accurate results? For best results:

Make sure the face is clean.

Hair should be pulled away from the face.

Remove eyeglasses.

Keep facial expression neutral.

Make sure the face is evenly lit. Shadows on or across the face will negatively affect the scan. See images below for examples:

Proper Lighting.

Avoid Harsh Shadows.

Uneven Lighting (Avoid shadows on left of face).

Avoid Backlighting.

If you find yourself in situations without ample lighting, you might consider purchasing a ring light that can be attached to your mobile device.

5. How do you snap the photo?

Once all criteria are met (proper lighting, face alignment and eye alignment), the photo will snap automatically. Ask your customer to remain completely still while the photo is being snapped.

6. Why do I receive an error message when I try to scan a customer?

The error message occurs when all criteria were met, but other changes to the conditions caused the scan to fail, such as movement when the photo was snapped. To ensure a successful capture, ask your customer to stay in the same position until the Mary Kay® Skin Analyzer App begins processing the scan.

7. What do I do if I'm unable to get a scan?

Check your lighting to ensure that you're in an evenly lit environment with no shadows falling across your customer's face. To improve the lighting, your customer should directly face the light source. If the light source is coming from above, ask your customer to lift her chin slightly.

Make sure that the face falls within the outlined frame and that your customer's eyes align with the centerline.

Make sure your customer is looking straight into your device's camera with a neutral expression.

You and your customer should avoid talking or moving during the scan as it causes accidental mobile device/camera movement, which prevents a proper, accurate photo capture.

8. What is the best environment for perfect lighting?

You should be in a well-lit environment. The light should enhance your customer's features on all areas of her face, making it easier for the device to read her results. For proper lighting, your customer should face the light source. Bright indoor lights coming from above can cast uneven shadows across the face and may result in difficulties with the scan.

9. What is the best technique to ensure proper facial alignment?

Align the face in the oval with both eyes crossing the horizontal line. Have your customer lift her chin slightly, and hold your device a little higher than face level. Make sure your customer is looking directly into your device's camera.

10. What is the best technique to ensure eye alignment?

Make sure her eyes are open and her facial expression is neutral. She should not smile or squint, as this causes expression lines and will lead to inaccurate results.

11. Can I use the flash for lighting?

No. The intensity of the flash feature could negatively affect the accuracy of the scan results.

12. Why doesn't the Mary Kay® Skin Analyzer App have a selfie camera?

Skin Analyzer requires the selfie camera to meet the minimum requirements for the camera resolution. If the quality of the selfie camera isn't strong enough to capture an accurate scan, you will not be able to use the selfie camera.

RESULTS

13. What do the outlined areas on the image represent?

The white outlined areas on the face represent the area that is being analyzed.

14. Why are freckles and eyelashes being picked up as wrinkles?

In poorly lit conditions, eyelashes and freckles are occasionally mistaken for crow's-feet or wrinkles. If this occurs, consider moving to an environment with better lighting and then rescan.

15. Will the Mary Kay® Skin Analyzer App provide product recommendations in order of application?

Yes. "Your Regimen" lists the recommended products for your customer in the order of application.

16. How can I share my customer's results with her?

You can text or email your customer's product recommendations to her. Her recommended regimen will be stored in the Mary Kay® Skin Analyzer App for only seven days, so be sure to copy yourself on the email you send to your customer with the recommendations. You can use the text or email for reference during your follow-up call.

17. When I click the Share Results button, Pinterest®, Instagram® and Facebook® appear as options. Can I use those instead of text or email?

While other Share Results options such as Pinterest® or Facebook® might appear, this is a function of your device's operating system, not the app's functionality. Emailing or texting the results to your customer is the only option available.

18. Why can't the analysis and results image be shared?

The purpose of the Mary Kay® Skin Analyzer App is to provide product recommendations for your customer based on each unique scan. The results may vary based on levels of hydration, exhaustion and time of day. It is not recommended that the analysis be saved and compared due to the potential of varied results.

19. Why does the Mary Kay® Skin Analyzer App save an analysis for only seven days?

To protect personal privacy, the app will save the scan results for a maximum of seven days.

20. What should I do if I think the product recommendations from the Mary Kay® Skin Analyzer App are not accurate or appropriate for my customer?

Technology should not be your only source for recommending Mary Kay® products. As an Independent Beauty Consultant, your knowledge is very valuable to your customer. Feel free to recommend products you feel would be more appropriate.

GENERAL QUESTIONS

21. How can using the Mary Kay® Skin Analyzer App help my business?

You can use the Mary Kay® Skin Analyzer App as an opportunity to strike up a conversation with a potential customer and generate a booking. Or you can offer it as a hostess perk. You could also entice other guests to book their own parties so that they can receive their own scans. Additionally, the app can help you boost your skin care sales since it provides comprehensive Mary Kay® product recommendations, including products your customers may not have thought about trying. This app can help you modernize your business and give you confidence as you recommend products to your customers.

22. What if someone chooses not to receive a scan?

This Mary Kay® Skin Analyzer App was not intended to replace your knowledge! If a customer chooses not to receive the scan, you can still provide her with Mary Kay® product suggestions.

23. Are both men and women eligible to receive a scan?

The Mary Kay® Skin Analyzer App was developed specifically for women. To ensure accurate results, it is not recommended to use the app on men.

24. What is the minimum age requirement for my customer to receive a scan using the Mary Kay® Skin Analyzer App?

The minimum age requirement for your customer to receive a scan is 18 years old.

25. Can I share my customer's Mary Kay® Skin Analyzer App results to the myCustomers+ App?

No. That feature is not available at this time.

26. Can my customer or I place an order from the Mary Kay® Skin Analyzer App?

No. That feature is not available at this time.

27. I scanned my own face, and several days later, I scanned it again. I received different results. Why?

Lighting can affect the accuracy of your Skin Analyzer scan, so don't be surprised if results vary even when taken on the same day. There are other reasons you might receive different recommendations, too, such as lack of sleep or not drinking enough water.

28. Why does the Mary Kay® Skin Analyzer App require so much battery usage?

This is due to the app needing to use your camera to capture the image.

29. What are the minimum device requirements for the Mary Kay® Skin Analyzer App?

The app operates the latest skin analysis technology; therefore, newer devices with a minimum requirement of 1.5GB of RAM are required.

For Android™ smartphones and tablets, the minimum requirements are:

- Operating System: KitKat or newer
- GHz: 3 processor or higher- RAM: more than 1.5GB

(Keep in mind that even if this requirement is met, it still depends on the number of other apps and photos you have on your device and what's running in the background.)

For Apple® smartphones and tablets, the minimum requirements are:

- Operating System: iOS®11+
- iPhone®versions:iPhone®5 or newer
- iPad®versions: iPad Mini®3/iPad Air®2 or newer

30. Why doesn't my customer select her age range?

The Mary Kay® Skin Analyzer App aims to provide a regimen that is best-suited for each customer based on the condition of her skin at the time of the analysis. It does not consider age because everyone's skin condition varies at all ages.

31. Does the Mary Kay® Skin Analyzer App identify acne?

No. The app is not able to identify acne.

32. Does the Mary Kay® Skin Analyzer App identify sensitive skin?

No. The app is not able to identify sensitive skin.

33. I tapped on the "I'm a Customer" button to see what my customers will experience. How do I get back to the "I'm a Beauty Consultant" version of the app?

On the home screen of the app you'll see Language. Tap that to choose a different language option, then tap Language again to switch back to your preferred language. This will reset the app and allow you to choose the "I'm a Beauty Consultant" option.

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