

APP OVERVIEW

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

The Mary Kay® Skin Analyzer evaluates your 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 Mary Kay® Skin Analyzer 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 Mary Kay® Skin Analyzer 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!

HOW TO SCAN

4. How do I get the most accurate results?

For best results:

Make sure your face is clean.

Hair should be pulled away from the face.

Remove eyeglasses.

Keep facial expression neutral.

Make sure your face is evenly lit. Shadows on or across your 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.

5. How do you snap the photo?

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

6. Why did I receive an error message?

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, try 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 across the face. Directly face the light source, and if the light source is coming from above, lift your chin slightly.

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

Make sure you are looking straight into your device's camera with a neutral expression.

You 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. For proper lighting, 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 face in the oval with the horizontal line across your eyeline. Lift chin slightly and hold your device a little higher than face level. Look directly into your device's camera.

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

Make sure eyes are open and facial expression is neutral. 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. What do the outlined areas on the image represent?

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

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

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

14. 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.

15. 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 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.

16. Will the app scan both men and women?

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.

17. Can I place an order from the Mary Kay® Skin Analyzer App?

No. That feature is not available at this time. Click Share Results to text or email the product regimen recommended for you by the app and contact your Independent Beauty Consultant to place your order.

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

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

No. The app does not identify acne.

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

No. The app does not identify sensitive skin.

21. The app screen shows two choices: I'm a Beauty Consultant or I'm a Customer. I'm not a current customer. Can I still use the app?

- Yes. We encourage you to use the app and connect with a Mary Kay Independent Beauty Consultant to help guide you through the app's skin care recommendations.

22. I don't have an Independent Beauty Consultant. Can I use the app?

- a. Yes. The app can also help connect you to an Independent Beauty Consultant.

23. I want to place an order, but I don't have a Beauty Consultant, what do I do?

- b. The app can help connect you to an Independent Beauty Consultant, you can go to our website marykay.com and click on Find an Independent Beauty Consultant or call 1-800-MARY-KAY.

24. How do I share the products recommended for me by the app with my Beauty Consultant?

- c. You can click on Share Results within the app and text or email them to your Beauty Consultant. Or you can snap a screenshot of your product recommendations from the app and text or email it directly to your Independent Beauty Consultant.

25. I don't have a Beauty Consultant; how do I share the products recommended for me with one so I can make a purchase?

- d. First, find an Independent Beauty Consultant near you. The app can help connect you to an Independent Beauty Consultant, you can go to our website marykay.com and click on Find an Independent Beauty Consultant or call 1-800-MARY-KAY.
- e. Then, snap a screenshot of your product recommendations from the app and share it with the Independent Beauty Consultant you are matched with.

26. How do I save the list of products recommended for me?

- f. Be sure to snap a screenshot of your recommended products and share it with your Independent Beauty Consultant.

27. 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.

28. I accidentally tapped on the "I'm a Beauty Consultant" button. How do I get back to the "I'm a Customer" 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 Customer" option.

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

Pinterest® is a registered trademark of Pinterest, Inc.

Instagram® is a registered trademark of Instagram, LLC.

Facebook® is a registered trademark of Facebook, Inc.

Android™ is a trademark of Google Inc.

Apple®, iPad®, iPad Air®, iPad Mini® and iPhone® are registered trademarks of Apple Inc.

iOS® is a registered trademark of Cisco Technology, Inc.