

# TESTED PRODUCTS.

## *Proven Results.*

You have high standards. So does Mary Kay. The Company believes that you should see proof that every skin care product works. That's why Mary Kay's research and development team backs up each claim with rock-solid data.



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Developing a formula is one part of our process. We also have to prove that the skin care product will deliver real results, and we do that by validating claims through clinical or consumer testing. If a claim doesn't meet our high standards, we won't use it.

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**DR. MICHELLE HINES**

*Director, Global Upstream Research & Technology*

### CLINICAL TESTING:

PROVEN RESULTS THROUGH TECHNOLOGY

Cutting-edge instrumentation and renowned experts independently verify Mary Kay's product claims. These are just a few of the many types of testing used:

- **3D IMAGING:** This technology shows you the skin improvement you can expect.
- **BIOINSTRUMENTATION:** These high-tech instruments measure changes in skin, such as firmness, elasticity and redness.
- **EXPERT GRADERS:** These highly trained, independent individuals evaluate and measure visible changes in skin.

### CONSUMER TESTING:

FEEDBACK FROM WOMEN JUST LIKE YOU

Even with solid clinical data, you still may need to see the difference on your own skin. That's why our independent consumer studies include women from all walks of life, from different climates and with different skin types to confirm that our products work. Here's how it's done:

- **Independent research firms** ensure that women don't know the product is from Mary Kay.
- If many women are neutral about or disagree with a claim, **we won't use it.**
- Voluntary testimonials encourage people to freely **share authentic feedback** about their product experiences.

**CONTACT ME, YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT,  
TO EXPERIENCE INNOVATIVE SKIN CARE AND MORE!**

# MARY KAY®