

OUR SCIENTISTS SAY,

“ The Mary Kay® Subtle Tanning Lotion is a new type of product for Mary Kay that combines the moisturizing and subtle tanning steps into one, making the process easy enough to be part of a morning or evening routine. ”



FACT: Mary Kay® Subtle Tanning Lotion has a coconut/honeysuckle fragrance.

PRODUCT POSITIONING

This lightweight, non-greasy formula glides on evenly and absorbs quickly for color that won't rub off. Skin feels soft, smooth and moisturized, while its tone appears even without streaking and blotching. When used daily, you can build up gorgeous color in about a week. Suitable for all skin types and tones.

BENEFITS AND CLAIMS

- Provides a natural-looking tan that will not rub off
- For all skin types
- When used daily, you can build up a gorgeous color in about a week

TARGET CUSTOMER

- Customers who are looking for a safe, natural-looking tan without exposing their skin to the harmful effects of the sun

HOW IT WORKS

- Mary Kay® Subtle Tanning Lotion contains hydrating ingredients to moisturize skin along with just a touch of tanner so your skin will develop a gradual, subtle, bronze glow that's natural enough to look real.

KEY INGREDIENTS AND FUNCTIONS

Glycerin	Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture.
Shea Butter (Butyrospermum Parkii)	Emollient: Helps to maintain the soft, smooth and supple appearance of the skin.
Dihydroxyacetone	Colorant: Imparts color, opacity, and pearlescence to the product or the skin.

APPLICATION INSTRUCTIONS

- For best results, apply daily as you would your normal body lotion.
- Smooth on evenly, allowing a few minutes to dry before dressing. You will begin to see a subtle development of color within several days. Maximum color will be reached within a week.
- Lotion may be used on face.
- Use less lotion on elbows, knees and heels to prevent deeper tanning in these areas.
- Wash your hands after application.
- **WARNINGS: THIS PRODUCT DOES NOT CONTAIN A SUNSCREEN AND DOES NOT PROTECT AGAINST SUNBURN. REPEATED EXPOSURE OF UNPROTECTED SKIN WHILE TANNING MAY INCREASE THE RISK OF SKIN AGING, SKIN CANCER AND OTHER HARMFUL EFFECTS TO THE SKIN EVEN IF YOU DO NOT BURN. AVOID USE IN EYE AREA, DISCONTINUE USE IF SIGNS OF IRRITATION APPEAR. FOR EXTERNAL USE ONLY.**

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15*
- Mary Kay® Sunscreen Broad Spectrum SPF 50*
- Mary Kay CC Cream SPF 15*

USE-UP RATE

- The use-up rate for the average user is 1 ½ months based on using the product once a day for the first week and once a day for 3 days a week for the remainder of the month.