

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

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All Mary Kay® mascara formulas feature the Smart Wiper™ technology to deliver the exact amount of mascara your customers need for maximum plumping – without the clumping. So there is no need to pump the mascara brush in and out of the bottle or swirl it around. The Smart Wiper™ design does all the work.

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FUN FACT: It delivers on so many benefits, it's been called "the only mascara your customers will ever need."

PRODUCT POSITIONING

This extremely volumizing, super-thickening, exclusive formula creates the look of big, bold, separated lashes that last all day.

BENEFITS & CLAIMS

- Extremely volumizing, super-thickening
- Flake-, clump- and smudge-resistant
- Smart Wiper™ technology

TARGET CUSTOMER

- Any customer who desires bold, separated lashes
- Any customer who wears Mary Kay® Mineral Eye Color and/or Mary Kay® Eyeliner

HOW IT WORKS

- Apply as part of your daily color regimen.
- Just One Coat provides bigger, bolder longer-looking lashes with extreme volume and intense color that lasts all day.

KEY INGREDIENTS & FUNCTIONS

<i>Kaolin</i>	Increases coverage and reduces transparency of colors.
<i>Cetyl Dimethicone</i>	Enhances the application characteristics and texture of a product.

APPLICATION

Instructions

1. Pull wand straight out of the tube without swirling or pumping.
2. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
3. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
4. For longer, thicker-looking lashes, reapply one or two additional coats. Let mascara dry between coats.

CROSS-SELLING OPPORTUNITIES

- Oil-Free Eye Makeup Remover
- Mary Kay® Mineral Eye Color
- Mary Kay® Compact Pro

USE-UP RATE

- After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers