



Skin Care Regimens

MARY KAY®





Objectives

Upon completion of the Skin Care Workshop, you will be able to:

- Recommend the appropriate product line for your customers' needs
- Share characteristics of each Mary Kay® product line
 - Benefits and ingredients found in Mary Kay® products
 - Marketplace need driving the line's existence
 - Target customer



Outline

- Five Steps to Good Skin Care
- The Importance of Customized Skin Care
- Mary Kay® Options
 - TimeWise® Miracle Set®
 - TimeWise Repair®
 - Botanical Effects® Skin Care
 - Mary Kay® Facial Cleansing Cloths
 - MKMen®



Five Steps to Good Skin Care

QUESTION: *What are the five steps to good skin care?*

ANSWER:

- Cleanse
- Exfoliate
- Freshen
- Moisturize
- Protect



Importance of Customized Skin Care

- Everyone's skin type is different.
- Ask questions to get to know your customer's skin type and beauty preferences before making a skin care recommendation.
 1. How does your skin feel when you wake up in the morning?
 2. How about halfway through the day?
 3. What do your pores look like?
 4. What is your least favorite season for your skin?
 5. What one skin care item do you always carry with you?



Mary Kay® Product Lines

Customized Skin Care

- TimeWise® Skin Care
- Botanical Effects® Skin Care
- Clear Proof™ Acne Skin Care
- TimeWise Repair®

Other Skin Care Options

- Mary Kay® Facial Cleansing Cloths
- MKMen®



TimeWise® Miracle Set®

A premium collection of age-fighting products that work together to deliver younger-looking skin with fewer lines and wrinkles, improved suppleness and more even skin tone.





TimeWise® Miracle Set®

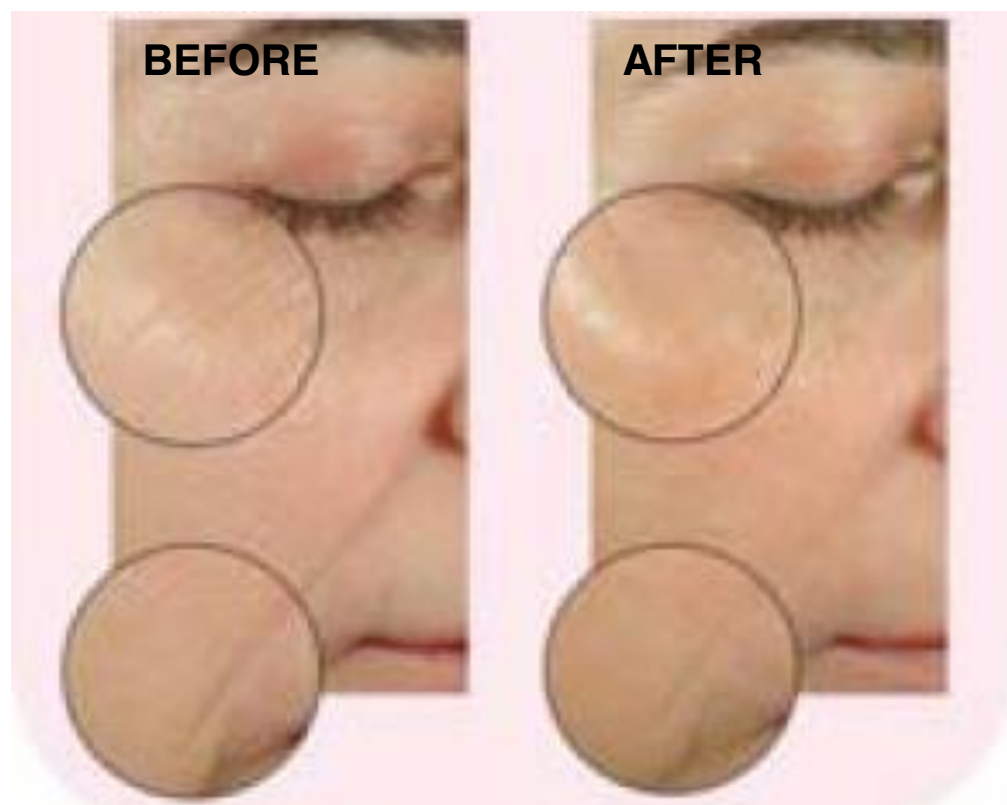
- Meets consumer demand for age-fighting products that help reduce the visible signs of aging
- Delivers the **advanced age-fighting** benefits your customers want for younger-looking skin
- Meets the needs of normal-to-dry or combination-to-oily skin with two formulas



TimeWise® Miracle Set®

Benefits of Miracle Set® as seen by a dermatologist in a 12-week clinical study:

- 83% had a reduction in fine lines and wrinkles.
- Up to 25% improvement in skin elasticity.
- 100% had softer, more supple skin.
- 46% improvement in more even skin tone.





TimeWise® Miracle Set®

Target Customer

- Customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.
- Younger customers who want to prevent the signs of aging from occurring.
- Customers who want a skin care program that is customized for their skin type – normal to dry or combination to oily.



TimeWise® Miracle Set®

TimeWise® 3-in-1 Cleanser and TimeWise® 3-in-1 Cleansing Bar

- Cleanser comes in Normal/Dry or Combination/Oily
- Cleansing beads in Cleanser remove dead skin cells through exfoliation





TimeWise® Miracle Set®

TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35†

- Calming peptides help relax expression lines
- UVA and UVB sunscreens help protect skin from sun damage

†Over-the-counter drug product



TimeWise® Miracle Set®

TimeWise® Night Solution

- Vitamins and antioxidants, combined with collagen-enhancing peptides, help fade away deep lines and wrinkles





TimeWise® Miracle Set®

*TimeWise® Age-Fighting Moisturizer and
TimeWise® Age-Fighting Moisturizer
Sunscreen Broad Spectrum SPF 30†*

- Normal/Dry or Combination/Oily
- Dream humectant blend keeps skin moist



†Over-the-counter drug product



TimeWise Repair®



- The look of deep lines and wrinkles is reduced
- Lifted facial contours appear restored
- Youthful volume is recaptured
- Even skin tone is revealed
- Vital moisture is replenished
- Youthful vitality is reawakened
- Suitable for all skin tones



TimeWise Repair®

Who is the customer for TimeWise Repair®?

- A woman who is already experiencing the advanced signs of aging
- A woman who wants to be among the first to experience the latest and greatest in skin care advancements
- A woman who would like to go above and beyond what her skin may need right now



The TimeWise Repair™ Regimen Delivered These Results!

- An independent skin measurement expert saw these significant changes* after women used the TimeWise Repair™ regimen:
- 91% had less noticeable deep lines and wrinkles
- 86% had skin that looked lifted
- 98% had less under-eye puffiness
- 93% had skin that looked more even toned
- 93% had a significant improvement in overall appearance

*Results reflect the percentage of women who showed improvement during a 12-week independent clinical study



TimeWise Repair® Regimen

- Volu-Firm™ Foaming Cleanser
- Volu-Firm™ Lifting Serum
- Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30*
- Volu-Firm™ Night Treatment with Retinol
- Volu-Firm™ Eye Renewal Cream





What are the key benefits of Volu-Firm™ Foaming Cleanser?

- Maintains moisture balance
- Renews skin radiance
- Promotes a feeling of suppleness
- Leaves skin feeling pampered
- Contains the benefits of the Volu-Firm™ Complex





What are the key benefits of Volu-Firm™ Lifting Serum?

- Visibly helps firm and lift skin
- Targets skin resilience
- Restores the look of youthful volume and vibrancy
- Restores skin suppleness
- Softens the look of lines, wrinkles and crepiness in the neck area
- Immediately increases skin moisture by 61%
- Contains the benefits of the Volu-Firm™ Complex





What are the key benefits of Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30*?

- Restores skin's youthful cushion
- Formulated to help minimize skin reaction to external irritants
- Skin tone appears more even
- Helps protect against skin-aging UVA/UVB damage
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex





What are the key benefits of Volu-Firm™ Night Treatment with Retinol?

- Reduces the appearance of deep lines and wrinkles
- Helps improve advanced signs of aging
- Helps reveal radiant-looking skin
- Skin tone appears more even
- Helps neck area look noticeably smoother
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex





What are the key benefits of Volu-Firm™ Eye Renewal Cream?

- Targets deep lines, wrinkles and sagging skin
- Targets under-eye bags, puffiness and dark circles
- Targets crepiness and dry skin
- Increases skin moisture for 12 hours
- Unique applicator tip
- Contains the benefits of the Volu-Firm™ Complex





Botanical Effects® Skin Care

- Draws on the power of botanicals to leave skin feeling balanced
- Helps promote healthy skin with an exclusive botanical complex featured in every product
- Then each formula is personalized with additional botanicals specific to the needs of your skin type
- Completely customizable for a regimen perfect for each customer





Botanical Effects® Skin Care

My skin looks healthy!

That's what **nine** out of **10** women said after using Botanical Effects™ Skin Care in an independent consumer study*.

Here's what else they had to say:

- 88% said it leaves skin feeling nourished
- 86% said it revitalizes skin
- 83% said it enhances skin's natural beauty
- 80% said it leaves skin looking radiant

*Results reported during an independent one-week consumer study.



Botanical Effects® Skin Care

The Target Customer

Botanical Effects™ skin care is primarily for the woman who:

- Wants a personalized approach to skin care and isn't yet concerned about the signs of aging
- Wants to feel good about how she cares for her skin while caring for the planet without sacrificing quality, value and results
- May be sensitive to certain ingredients

In addition, customers who:

- Currently use Classic Basic® products





Botanical Effects® Skin Care

Exclusive Botanical Complex

This complex includes two nourishing botanicals that benefit all skin types:

- **Silymarin** (milk thistle) - a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin.
- **Luo Han Guo** - known to contain potent antioxidants and also believed to help promote healthy skin.





Botanical Effects® Skin Care

Dry Skin Craves

- **Flax seed extract** – a rich source of fatty acids
- **Sea kelp extract** – important for moisturization



Flax Seed



Sea Kelp





Botanical Effects® Skin Care

Normal Skin Craves

- **Frangipani flower extract** – helps protect against environmental stressors
- **Water lily extract** – important for healthy skin



Frangipani Flower



Water Lily





Botanical Effects® Skin Care

Oily Skin Craves

- **Kanuka extract** – kanuka is known for its purifying benefits
- **Guava extract** – a known source of salicylic acid



Kanuka



Guava





Botanical Effects® Skin Care

There are four products in each formula:

- **Cleanse** – gently cleanses without stripping essential elements
- **Mask** – gently removes impurities as it revitalizes skin; removes easily with water
- **Freshen** – nondrying formula gently removes excess residue from skin
- **Hydrate** – absorbs quickly and leaves skin feeling balanced





Clear Proof™ Acne Skin Care

Includes:

- Clarifying Cleansing Gel*
- Blemish Control Toner*
- Acne Treatment Gel*
- Oil-Free Moisturizer for Acne-Prone Skin

*Over the counter drug product.





Clear Proof™ Acne System Power Statement:

See clearer skin in just 7 days*



Clear Proof™ Acne System Results

- Eight out of 10 people said in an independent consumer study[†] that the system clears pimples fast. Here's what else they had to say[†]:
 - Complexion looks clearer – 84%
 - Helps clear up pimples better than what I've been using – 77%
 - Reduces the severity of acne blemishes – 82%
 - Fades the look of lingering acne spots – 80%
 - Minimizes the appearance of pores – 85%
- [†]Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.



Clear Proof™ Acne System

Acne Fighters:

- **Salicylic acid**
 - - Salicylic acid acts like an exfoliant to promote the easy removal of dead skin cells
- **Benzoyl peroxide (BPO)**
 - - An oxygen-releasing ingredient that kills bacteria



Pore-Purifying Serum for Acne-Prone Skin† Benefits:

This translucent, leave-on serum contains 2% salicylic acid and acts like an exfoliant to help keep pores unclogged.



†Over-the-counter drug product



Clear Proof™ Acne Skin Care

Target Customer:

Anyone looking for an effective yet gentle regimen for treating their mild to moderate acne will want to try the Clear Proof™ Acne System.



Mary Kay® Facial Cleansing Cloths

- Cleanses, exfoliates and tones in one easy step
- Botanical-enriched formula gently removes dirt, oil and makeup, leaving your skin feeling clean and soft
- Formulated for dry to oily skin





mkmen® Skin Care

Features targeted products designed to combat the signs of aging and improve the look and feel of a man's skin!





mkmen® Skin Care

- **MKMen® Face Bar**
- **MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30***
- **MKMen® Advanced Eye Cream**
- **MKMen® Shave Foam**
- **MKMen® Cooling After-Shave Gel**





Challenge

- Try at least one of the product lines you learned about today if you haven't already.
- Call and share information about any one product line with at least five people you know.
- When you share the product with these five people, offer samplers and follow up in two days to get their opinion.



Happy Selling!

Remember Mary Kay's words...



“We have a quality product – one that we can sell with complete honesty and integrity. You can be assured that the product you sell to your customers is at the top of the state of the art of the cosmetics industry.”