



Beauty Experience O U T L I N E

In-Person

Virtual

Get To Know Them

AT A GLANCE

Welcome

- Thank them by name for coming/joining.
- Applaud those that did the skin app.
- "Tell me a little bit about you and then I'll tell you a little bit about me."
- WWWMK "What did you hear that impresses you the most?"

NEW CLIENTS
should be
contacted prior

Agenda

- **Demo: Skincare.** **If virtual make sure they have what they need - samples, wet washcloth, bowl of water or spray bottle.*
 - **Oil Free Eye Makeup Remover** and **Skin Care Set** and close: "If money and time were no object, circle this set **OR** type in the comments if this is a set you want to treat yourself to?"
 - Based on the app results - talk about a product they could try at their 2nd appointment.
 - **HAND CLOSE**
- **Demo: Masking**
 - Demo **Charcoal Mask**. Play DREAM Game and Fabulous Friends Referral game while Charcoal Mask is drying.
 - "I'm doing a survey to see what makes women tick...what brings you joy?"
 - "If you could do, be, have anything...what would your dream life look like?"
 - **DREAM game** // **Write** answers on back of Create-a-Rollup **OR** type in a private message to me."
 - **Fabulous Friends Referral GAME** // **Write** your friends info on back of Create-a-Rollup **OR** type in a private message to me."
 - **Close Set:** "If this is a set you are interested in, circle or type in the comments if you would like this mask."
- **Demo Microdermabrasion** *(This will take off the rest of the product from the Hand Close)*
 - Show the 2 steps on the back of hand and close by saying: "If this is a set you are interested in circle the set or type in the comments."

Close

- "Did you have fun? What's your favorite product?"
- Compliment Time.
- Ask 4 questions from back of Create-a-Rollup
- Closet Close
- Beauty Chat

****If Virtual, make sure they have completed their Beauty Profile on the Mary Kay App prior to the event. Have Create a Roll Up picture ready to text at the end highlighted with the sets she's interested in.**



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1 Prior to Appointment and Pre-Profiling

5 days before the appointment

Send each guest personal video clip (5-15 seconds) telling them how excited you are they are coming.

4 days before the appointment

Send each guest "I can't wait to see you" text with your selfie pic collage.

3 days before the appointment

Text each guest "May I get your favorite color and your skin type so I'm ready for you? I'm putting together a special gift for you!"

2 days before the appointment

Text each guest "If you could watch this quick video, you will be entered in a drawing for a _____.
Thank you so much for coming."

PRE-PROFILING QUESTIONS VIA TEXT

If you cannot get on the phone, here is a series of 4 texts to send the day before the event.

Text #1:

Hello _____ this is _____ with Mary Kay! So excited to meet you tonight! I was wondering if you would like your pampering pack filled with body care or skin care?

Text #2: (after she responds)

Great! We will get your pampering pack put together! So appreciate you supporting ---- she has told me so many wonderful things about you! I have a few quick questions so that I can customize your skin care, foundation and glamour needs tonight. Do you have a second to talk or would you rather me text them? Your time is very valuable to me and want to make sure you have a wow experience tonight!

Text #3: (if she cannot talk on the phone)

Send these 3 questions at the same time:

- 1. What is been your experience with Mary Kay products?*
- 2. What are you currently using to wash your skin and what do you like the best about that product?*
- 3. If you could learn or change anything about your skin, what would it be?*

After she answers her pre-profiling questions:

The Beauty Session will start at _____, will time be a problem? Also I have found that women enjoy their pampering much more without children, will baby-sitting be a problem?

After she answers:

Can't wait to meet you, it is women like you who make this so much fun!

Text #4: (morning of the event) (funny GIF)

Can't wait to see you, everything is in place to pamper you! A million things will come today, I appreciate you for being a woman of your word! You can count on me being there rain or shine, it is women like you who make my business so amazing! Do you have a quick minute to confirm the outfit you are wearing and what you want to play with at our appt?



Beauty Experience OUTLINE

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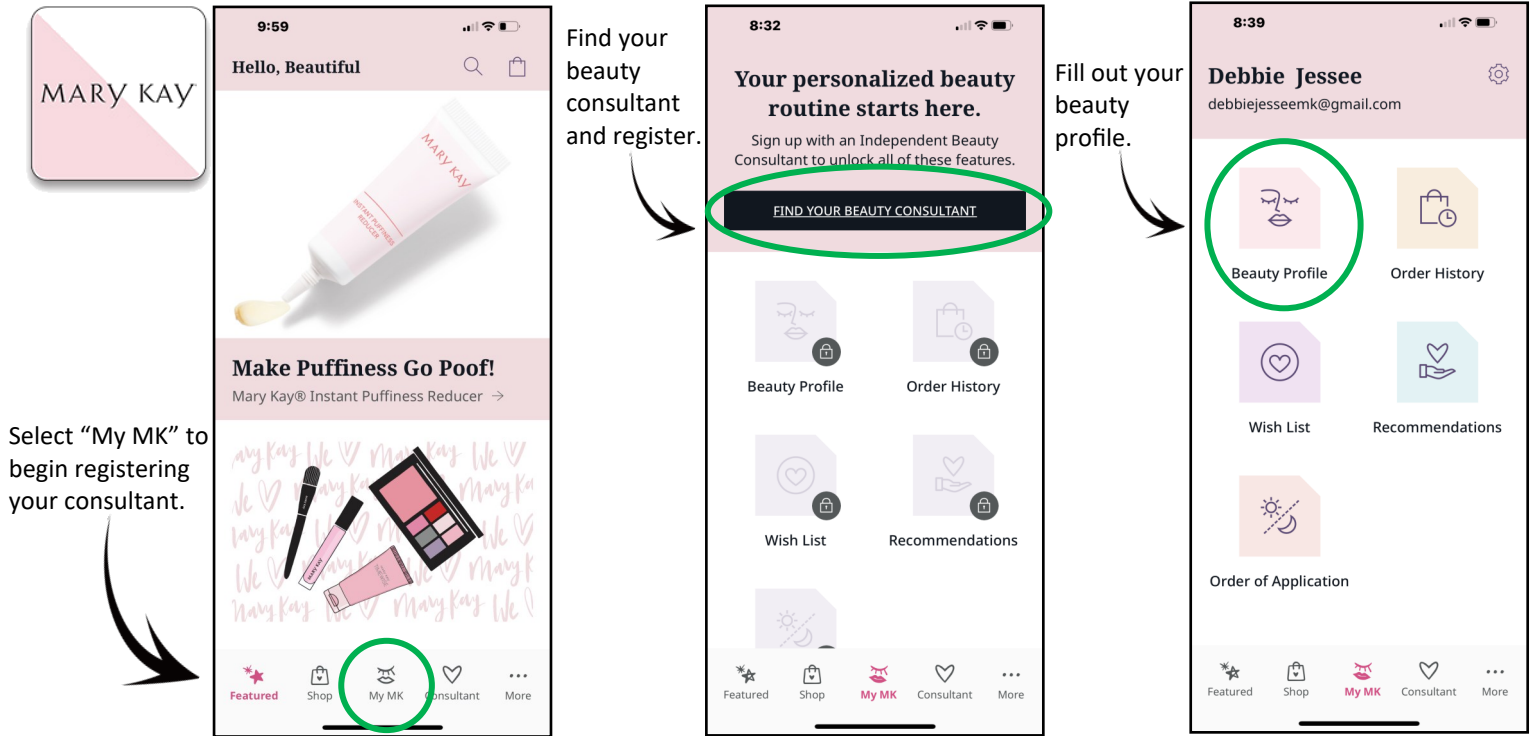
1 Prior to Appointment cont.

Day of Appointment

- **Send a text message** confirming the appointment,

“Thank you, thank you, thank you for coming out today to be a part of this big event! I’m truly excited to have you join in on all the fun! BTW you are going to love our product line! Please register on the Mary Kay app before you arrive to help me be a better consultant for you!”

- **Send them a link** to the Mary Kay APP or your MK Personal Website. Have them register as your customer and complete their Beauty Profile for extra tickets!!





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1 Pack Your Bags



Travel Roll-Up Bag:

- Satin Hands
- Satin Lips
- TimeWise Miracle Set - 2 formulas
- TimeWise Repair Set
- Microderm Set
- Charcoal Mask/Moisture Renewing Gel Mask/
Facial Peel
- Retinol and Boosters
- CC Creams
- Oil Free Eye Makeup Remover
- Micellar water
- Other Items:
 - * 2 lip glosses / 2 lipsticks (full size or samples)
 - * Foundation Primer
 - * 2 Mascaras/Mascara Wands
 - * Concealers
 - * Mask Brush
 - * Foundation Brushes
 - * Color Cards



Starter Kit Bag:

- "BOX" with gift for 2nd appointment
game
- 2 Booking Gifts
- Tickets
- Mirrors/Trays/cotton squares/
headbands
- Washcloths (Pre-heated)
- Create-A-Rollup sheets and pens
- Sales Tickets
- Customer Profiles
- Dream Sheets
- Dream Props
- Highlighted Datebook



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Get To Know Them

1 4-Point Team Building Plan



Mary Kay taught us how to share the love of the this company throughout our appointments. There is a fun way to share!

L

Listen/Watch a video

O

Observe me and see if you could ever see yourself doing what I do

V

VISIONcasting by Sharing your Why Story

E

Entice them to get started or free product for a referral



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2 Agenda

• Welcome!

- Thank them for **coming**/joining by name!
- Extra tickets for those who registered on your website or Mary Kay app and filled out their Beauty Profile!
- Tickets for comments and questions.
- *"Tell me a little bit about you and then I'll tell you a little bit about me."*

5 FUN FACTS...The Power of Washing Your Face With Mary Kay

- You are directly investing in a woman-owned business and impacting her dreams and legacy!
(insert YOUR WHY)

You are supporting your local economy because the money you spend with your consultant, goes right back into your community.



Plus, you are making a global impact! Thousands of employees and millions of consultants in almost 35 countries say "Thank you" for choosing Mary Kay.

- You can be proud of our environmentally friendly company with a "PINK DOING GREEN" program.



Our new \$100 million Research & Development plant, along with our distribution centers, run on 100% renewable energy and have a "zero landfill" designation. Along with the Arbor Foundation, we have planted over 1.4 million trees!

Mary Kay Ash
FOUNDATION

- You are supporting a company started by a real woman, Mary Kay Ash. We were created by a woman for women with the priorities of Faith First, Family Second and Career Third. **What does it look like to live with your priorities in order?**
- Fast forward 61 years later, Mary Kay is Direct Sales #1 Best Selling Brand of Skin Care & Color Cosmetics in the world. We are still privately-owned, family-operated. Our multi-billion-dollar business based in Dallas Texas produces a EU compliant product line that is highly researched with over 500,000 yearly tests, 1600 patents with no animal testing! **Who loves to buy products made in the United States?**



- **The MK Charitable Foundation** has donated over \$225 million worldwide since the program started.

\$1.2 million a year is donated to cancer research to eradicate cancers that affect women.

Women and families are safe tonight in shelters all across the US because of millions of dollars donated each year to domestic violence shelters.

You really do have the power to make a difference, which of these reasons touch your heart the most?



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2 Agenda continued

- “What did you hear that impresses you the most?”
- **Demo Skincare** (pages 11-25 of MK Flip Chart)
**If virtual make sure they have what they need - samples, wet washcloth, water bowl or spray bottle.
- EASY TO USE..EU Tested, Good Housekeeping approved...4 SIMPLE STEPS...Morning & Night.
- SCIENTIFICALLY PROVEN...Instant Results & Long-Term Improvements.
- EFFECTIVE...See Results in as little as 2 weeks.
- SUPER POWERFUL...TIMEWISE 3D COMPLEX...
ABC's FOR YOUR SKIN:
 - Antioxidants** – Provide advanced environmental protection against skin-damaging free radicals caused by sun and pollution. Reduces free radicals caused by blue light by 29%.
 - Brightening** – Targets and helps promote a more even skin tone.
 - Collagen** – Helps support skin's natural collagen and elastin.

If your skin freaks out while you're in the beauty aisle then you need to try this!

SKIN CARE STEPS



TimeWise 4–n-1 Cleanser: The ULTIMATE MULTITASKER...Cleanse, Refresh, Exfoliate, Brighten

1. Use on full face and throat.
2. Use wet facial cloth to dampen your skin.
3. Apply the cleanser to your face, avoiding the eye area.
4. Rub upward and outward in small circles.
TIP! Upward & Outward counteracts downward gravitational pull!
5. Use the wet facial cloth to gently remove the cleanser and pat dry.



TimeWise Antioxidant Moisturizer: Dry AND Oily Skin Needs to be Moisturized!

Apply on right-side of face and throat... upward/outward motion.



Batman & Robin...the Super Hero Team Fighting Anti-Aging!

Daytime Defender: Hero Ingredient-Prickly Pear Extract... Keeps good things in your skin and bad thing out.
Apply on right-side of face and throat.

Nighttime Recovery: NUTRIBEAD DUO Burst when Pumped! (Apply to the back of hand)
Pearl Beads release fresh RESVERATROL
Pink Beads release fresh VITAMINS



TimeWise Eye Cream: BLT SANDWICH FOR YOUR EYES...Brightens, Lightens & Tightens

Using your ring finger, pat underneath your right eye and along the brow bone.



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2 Agenda continued

OPTIONAL: REPAIR SKIN CARE STEPS “Face-Lift in a Box”

Each product in this set has the patented VOLUFIRM COMPLEX: Plant Stem Cells, Tripeptide 1 and Hyaluronic Acid!



Foaming Cleanser: Leaves your skin feeling nourished and baby-soft!

1. Use on full face and throat.
2. Use wet facial cloth to dampen your skin.
3. Apply the cleanser to your face, avoiding the eye area.
4. Rub upward and outward in small circles.

TIP! Upward & Outward counteracts downward gravitational pull!

5. Use the wet facial cloth to gently remove the cleanser and pat dry.

Superhero Moisturizers!



Day Cream with SPF30...UVA & UVB protection while reducing the appearance of wrinkles.

Apply on right-side of face and throat.



Night Treatment with Retinol...Encapsulated Retinol works all night long repairing your skin.

Boosting collagen, cell turnover and unclogging pores! (Apply to the back of hand)



Advanced Lifting Serum: Spanx For Your Face! Clinically shown to LIFT sagging skin!

Apply on right-side of face and throat... upward/outward motion.



Eye Renewal Cream: Not only does it fight lines and wrinkles, it helps to reduce puffiness with the ZMAC tip! (Zinc, Magnesium, Aluminum & Copper)

Using your ring finger, pat underneath your right eye and along the brow bone. Your eye area skin is paper thin...handle with care!

Hand Close

Let's run back through your skin care and see how fast it would be if I was not talking to you :-)

1. On your right hand, take some cleanser, rub in and wipe it off.
2. Take a little day moisturizer and rub in.
3. Take a CC cream - opposite color (ivory on bronze skin, bronze on ivory skin) and rub in. We can match you in just a few minutes tonight and for those of you who want a more polished look we have an app to help us choose your perfect shade and formula!
4. Now on the other hand, just apply the CC cream .
5. Can you see a difference?



Beauty Experience O U T L I N E

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2 Agenda continued

• Demo Mask

- Clear Proof Deep Cleansing Charcoal Mask...Peppermint Patty for the Face Wipe-off...not a peel-off Mask! Triple-Activated Charcoal acts like a powerful magnet, pulling dirt, oil, toxins and impurities from your pores.

Apply on left side of face.

While mask is drying...



- "I'm doing a survey to see what makes women tick . . . what brings you joy?"
- "If you could do, be, have anything...what would your dream life look like?"
- "Let's play a quick game...who wants \$10 in free product? Fun, Freedom & Flexibility are at the heart of every Mary Kay business! Here are some reasons people choose MK..."

5 FAV PERKS of being a Mary Kay Beauty Consultant (DREAM Game)

Go through each letter of DREAM, ask the questions and name of friend. \$1 in Free Product for every person you would like to treat to a Beauty session. Write answers on the back of your Create-a-Rollup OR type it in a private message to me.

D Drive Free...

Earn the use of a career car or monthly cash compensation.

- *Would you take use of the car or cash for 2 years?*

R Recognition...

We believe in praising people to success, you can earn prizes, vacations, diamonds and more.

- *Raise your hand if you feel like you deserve a little more recognition or appreciation?*

E Entrepreneur ...

Create your own work/life balance with no quotas or territories while keeping with your priorities of faith, family and career in order.

- *How many of you feel like you would be a better boss than the one you have?*
- *Who likes to support a company whose values and culture align with yours?*

A Advancement...

Promote yourself as quickly as you want with the people YOU choose.

- *Who loves to win and break records?*
- *Who loves being a woman of Influence?*
- *Who wants a community of positive achievers?*

M Multiple Streams of Income...

We are a Direct Sales company with a 50% commission on all sales, team building commissions paid by the company, plus tax deductions available.

- *Did you know Mary Kay has a retirement program for our Nationals?*
- *What would you do with extra cash each month?*



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2 Agenda continued

- **DREAM GAME CLOSE**
 - Which of the letters impressed you the most?
 - Circle on the back of your Create-A-Rollup or drop in the comments
- **Wash off mask and Close Set** by saying: "If this is a set you are interested in, circle the set or type in the comments."
- **Demo 3rd Set - Microdermabrasion...The Magic Eraser**
 Refine buffs & shines dead dull skin
 Pore Minimizer tones & shrinks pores with magic ingredient Green Tea
(Apply to back of right hand to remove the product from Hand close.)
 - Close Set by saying: "If this is a set you are interested in circle the set or type in the comments."



3 Close

- **Final Close**
 - Did you have fun? What's your favorite product? Let's have some Compliment Time
 - Let's talk about our PARTY SPECIALS!
 - I have 4 questions for you- answer on the back of your Create-A-Roll-Up or type in the comments!

1. If money and time were no issue, which sets would you treat yourself to today?

Our specials today are:
 8 sets \$399 + FREE Rollup
 6 sets \$299
 4 sets \$199
 2 sets \$99

Wonder who will mark the most?

2. Which products are you excited to try at your next beauty experience?

Flawless Foundation
 Glam (eyes, lips)
 Skin Cycling
 Advanced Skin Care

3. Who would you like to share your next beauty experience with?

With friends, Virtual or In Person, and earn some free product OR by yourself.

4. It is only \$35 to get started! If you were ever to partner with us in Mary Kay, what would you choose?

A *ALRIGHT...I'm ready to get started.*
B *Be a **BRAND** Influencer and Loyal Client.*
C *Let's **CHAT**...I have a few questions.*



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3 Close continued

(Mark on the back of your Create-A-Rollup or drop in the comments.)

- **TABLE/CLOSET CLOSE:** (page 36-39)

“Now let’s put this in perspective. Think about your favorite outfit, the one that makes you feel your beautiful best. Now think about how much you paid for it. Now add all of the accessories that make it complete. Total all the items and let’s see how much you spent on that outfit. Was it \$99, \$199, \$299 or \$399 ? When was the last time you wore it?”



(Soft Voice) “In five years, will you still be wearing that outfit? Which makes more sense to you?”

Spending money on an outfit that will be out of your closet in 5 years or ...

Investing in your skin for a product that will make you feel good every day.

Do this for me: Close your eyes. Picture your best friend. Open your eyes, now what did you see? You saw her face didn’t you? You have one chance to take care of your skin. Your friends are not going to remember you by your clothes, but by your face.”

- “Finish filling out your Create-a-Rollup and let’s start our Beauty Chats while we eat some yummy snacks.”



Beauty Experience

BEAUTY CHAT

In-Person

Virtual

4 Beauty Chat

****If virtual,** they will have been pre-scheduled, or if not, schedule immediately or the following day. **If in person,** just meet with each person, one at a time, away from the table.

4 Questions

“Did you have fun? What was your favorite part?”

S-SETS

I see you marked ___ sets, how can I help you treat yourself to one of our specials today?

How would you like to handle that?

I accept all major credit cards, cash, and several major payment apps.

T-TIME

“I see you marked _____ products to try at your next appointment, what about these products intrigues you?”

Pause for her answer. “Great, let’s set up a time for you to play with them, which of these time slots works best for you?”

Show her your datebook if possible.

E-ENTICE

“___” I am so excited we are getting together on _____ (date) for your next appointment. If I could show you how to earn up to \$100 in free product, would you like to hear more?” (Pause and wait for her response.)

*It is as easy as 3-2-1 . . . just get **3 friends** together, at least **\$200 in sales** and **1 Dream session** with me where I can quickly tell you how we make money. How does that sound?*

P-PARTNER

“You know I want to work with you, right? You are (sincere compliment) and I think we would be so powerful together. I see that you said you’d be (“A-Alright get started”) (“B-Brand Influencer”) (“C-Let’s Chat”) ... tell me a little more about what you are thinking.”

(Pause and wait for her response.)

If she is ready to start: Have her fill out her agreement using your Personal Agreement Link.



Beauty Experience

BEAUTY CHAT

In-Person

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4 Beauty Chat cont.

If she is an "A":

"Great! I'm so excited to partner with you!

Let's get your agreement filled out so your training can get started!

If she is a "B":

I'm so excited!! What questions would you need answered to move you to an A? (answer all of her questions) I sure would love to work together, can I show what it would take to get started? (walk her through using your Personal Agreement Link) Does that seem simple enough? What would you like your next step to be? You know I so want to partner together!!

If still not now,

I totally understand! Would you be willing to help me with my leadership training by listening to a quick video and asking some questions. No pressure I promise, plus I will have a free gift for your time. Is now good or do have some time later this evening or during lunch tomorrow?"

(Leave her with the Imagine Sheet or It Just Fits sheet to look over. Make sure she has registered on your MK App or Website and show her where the Sign Up information is located.)

If she is a "C":

Really, that surprises me, what are your thoughts about Mary Kay? What was your favorite part of our experience tonight?

Even if it is not something you would try, would you be willing to help me with my Leadership training? (If yes...)

Could we take about 15-20 minutes and let me show you how we make money, that way you could be a great talent scout and ask some more questions. No pressure, I promise plus I will have a special gift for your time.

(Leave her with the Imagine Sheet to look over. Make sure she has registered on your MK App or Website and show her where the Sign Up information is located.)

*Text them the link to the party poll to get in all the drawings. *Specials run through tomorrow at noon.

**At the very end - call your recruiter/director to talk about what you need to fine tune!

*This document was created by NSD Diana Sumpter and designed by ©DJesseeDesigns 2/2024 Page 13



Beauty Experience

BEAUTY CHAT

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5 After Party Checklist

- **Closing out your party/appointment with “back office” details** is important to ensure customer retention, earning a profit and maintaining your product inventory.

1 WEEKLY ACCOMPLISHMENT SHEET (WAS)

This is found in your InTouch site: Business Tools > Weekly Accomplishments.

- *The WAS is perfect for recording your money received, tracking products/discounts given and sales tax collected.*

2 CLIENT INFORMATION

Verify that each guests name in contact info has been entered into your My Customer system.

- *If your guests pre-registered before the appointment, all you will need to do is verify their info and add the products they purchased.*

3 CONNECT ON SOCIAL MEDIA

Are you “friends” with your guests on FaceBook? If not, send her a request or the link to your FaceBook page so she can “friend” you

- *One you have connected with her on FaceBook, you will need to add her to your Private Client Group.*

4 CONFIRM MONEY RECEIVED

Verify that all payments have been received from your methods (Propay, Venmo, CashApp, Personal Check, etc.)

- *On Friday, move all monies into your Mary Kay Checking Account. (See Money Management Training on area website: www.mkdreamteam.net Password: mk2020)*

5 INVENTORY ORDER

Keep one copy of your sales receipts in a designated place so that you know what to add to your order.

- *You will need to replace the products that you sell in order to keep adequate supply on hand to service your clients.*

6 WRITE A “THANK YOU” NOTE

This is such an important step in creating a relationship with your clients.

- *Let her know how much you appreciate her and how excited you are for her 2nd appointment.*
- *You can purchase packs of Thank You cards from the dollar store or MK Connections.*



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6 Resources

- **Mk flip chart and so much more!**
 - *Intouch > Business Tools > Document Library > Booking & Selling*
- **Create a Roll Up**
 - <https://bit.ly/1-2025CreateARollup> or scan the QR Code
- **Know Your Ingredients**
 - <http://bit.ly/3iDM4Ow> or scan QR Code



CREATE-A-ROLLUP

DAILY SKIN CARE

1 **TIMEWISE REPAIR SET** (Excludes Gel) \$215
2 **TIMEWISE ULTIMATE MIRACLE SET + VITAMIN C** (Excludes 1 set) \$160
3 **TIMEWISE MIRACLE SET** (Excludes 2 sets) \$116
4 **MARY KAY SKIN CARE** (Excludes 1 set) \$60

**Add your consultant about other skin care options.*

NEXT LEVEL SKIN CARE

5 **Multi-Actioning Gel Mask** (Excludes 1 set) \$64
6 **Micro-Exfoliant Peel & Firm** (Excludes 1 set) \$58
7 **Cleat Solution** (Excludes 1 set) \$120
8 **Resurfacing Peel** (Excludes 1 set) \$106

BEAUTY ESSENTIALS

9 **Oil Free Eye Makeup Remover** (Excludes 1 set) \$60
10 **Exfoliating Cleanser** (Excludes 1 set) \$56
11 **Priming Concealer** (Excludes 1 set) \$115
12 **12 Shades of Blush** (Excludes 1 set) \$170

Choose my gifts for only \$399 + FREE Rollup Bag!

Choose my gifts for only \$199 + FREE Rollup Bag!

Choose my 2 sets for only \$99

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TELL ME A LITTLE ABOUT YOU!

DATE: _____
NAME: _____
PHONE: _____ TEXT OK? Y N
EMAIL: _____

If money were no object, which sets would you treat yourself to today?

What products are you excited to try at your next beauty experience?

I would love my next beauty experience to be...
 Facebook Party with friends
 In-Person with friends
 Virtual with friends
 By myself (virtual or in-person)

If you were ever to partner with me in Mary Kay, which would describe your interest...
 A **ALRIGHT**...I'm ready to get started.
 B **Be a BRAND** influencer and loyal Client.
 C **Let's CHAT**...I have a few questions.

FUN, FREEDOM & FLEXIBILITY are at the heart of every Mary Kay Beauty Consultant! Here are 5 **FAV** REASONS of being a Mary Kay Beauty Consultant!

D Drive Free. Earn the use of a car or an exciting cash compensation.
R Resignation. No before or ground-gravel to receive the you can own prizes, vacations, or anything.
E Entrepreneur. Create your own schedule and work when you want.

FABULOUS FRIENDS
 NOMINATE WOMEN IN YOUR LIFE FOR AN ULTIMATE PAMPERING SESSION!
 Who do you have that deserves to be honored as a "Fabulous Friend" Everyday? Name or be a "Fabulous Friend!"

Name	Cell Number	How Do You Know Her?
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Rev. 7/2025

Know Your INGREDIENTS.

Every Mary Kay® skin care product is the result of innovative technology combined with proven effective ingredients. That's why you can trust the products you use to deliver the real results you want. But understanding the specific benefits each ingredient provides can be confusing. Here's a helpful glossary of ingredients in some of our favorite products.

<p>TIMEWISE® AND TIMEWISE REPAIR®</p> <p>VITAMIN C Vitamin C can do amazing things for skin. It's known to help improve skin radiance and even skin tone, in addition to playing a role in supporting natural collagen and elastin that can help reduce the appearance of fine lines and wrinkles. • TimeWise® Vitamin C Activating Squares™ • TimeWise® Resurfacing Serum™</p> <p>SUNSCREEN Two types of ultraviolet radiation, UVA and UVB, damage the skin and can lead to premature skin aging. Broad spectrum sunscreens help protect skin from both UVA and UVB damage. • TimeWise® Day Solution Sunscreen Broad Spectrum SPF 30* • TimeWise® Age-Fighting Moisturizer Sunscreen Broad Spectrum SPF 30* • TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*</p> <p>GLYCOLIC ACID A highly effective exfoliant and the most widely recognized alpha hydroxy acid (AHA), the power of glycolic acid enhances skin's own renewal process. • TimeWise Repair® Revealing Radiance® Facial Peel • TimeWise Body™ "Smooth-Action" Cellulite Gel Cream</p> <p>PEPTIDES Peptides help support natural processes important for keeping skin looking healthy and youthful. • TimeWise® and TimeWise Repair® products</p>	<p>HYALURONIC ACID Hyaluronic acid (HA) occurs naturally in the skin, but its amount decreases with age. HA provides essential cushioning, holding onto moisture that can actually help plump skin. • TimeWise Repair® Volu-Firm® Deep Wrinkle Filler</p> <p>PLANT STEM CELLS Plant stem cells, which come from a very specific portion of a plant, have the remarkable ability to make other plant stem cells while maintaining their original form. Utilizing advanced technology, plant stem cells are cultivated and used in skin care formulas to deliver advanced age-fighting benefits. • TimeWise Repair® Volu-Firm® regimen</p> <p>RETINOL Retinol is an age-fighting superhero known to encourage cellular turnover and renewal. It is also known to support natural collagen and elastin that can help reduce the appearance of fine lines and wrinkles. • TimeWise Repair® Volu-Firm® Night Treatment With Retinol • TimeWise Repair® Volu-Firm® Deep Wrinkle Filler Learn more about TimeWise® Skin Care on Page 10.</p>	<p>BOTANICAL EXTRACTS Botanical extracts are derived from plants, flowers or fruits, rich in elements like vitamins and minerals that are good for your skin. In addition to playing a starring role in the Botanical Effects® regimen, botanical extracts also deliver important benefits in many other Mary Kay® products, such as TimeWise® Tone-Correcting Serum. Learn more about Botanical Effects® Skin Care on Page 14.</p> <p>CLEAR PROOF® Activated charcoal can act like a magnet to withdraw dirt and debris from pores. • Clear Proof® Deep-Cleansing Charcoal Mask</p> <p>SALICYLIC ACID Salicylic acid acts like an exfoliant to promote the easy removal of dead skin cells, helping keep pores unclogged. • Clear Proof® Pore-Purifying Serum™ • Clear Proof® Clarifying Cleansing Gel™ • Clear Proof® Blemish Control Toner™ Learn about Clear Proof® Skin Care for acne-prone skin on Page 15.</p> <p>SATIN COLLECTION SHEA BUTTER Extracted from the nut of the African Shea tree, shea butter has been used for centuries to protect, enrich, soften and hydrate skin. Shea butter is also known to contain omega-3s, recognized to help maintain skin's natural moisture barrier. • Satin Hands® Pampering Gels • Satin Lips® Set • NEW Satin Body® Collection Learn more on Page 6.</p>
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DR. LUCY GILDEA, Mary Kay Chief Scientific Officer

*Over-the-counter drug product

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