



# MARY KAY® SKIN CARE WORKSHOP

## 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 3D™
  - 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*

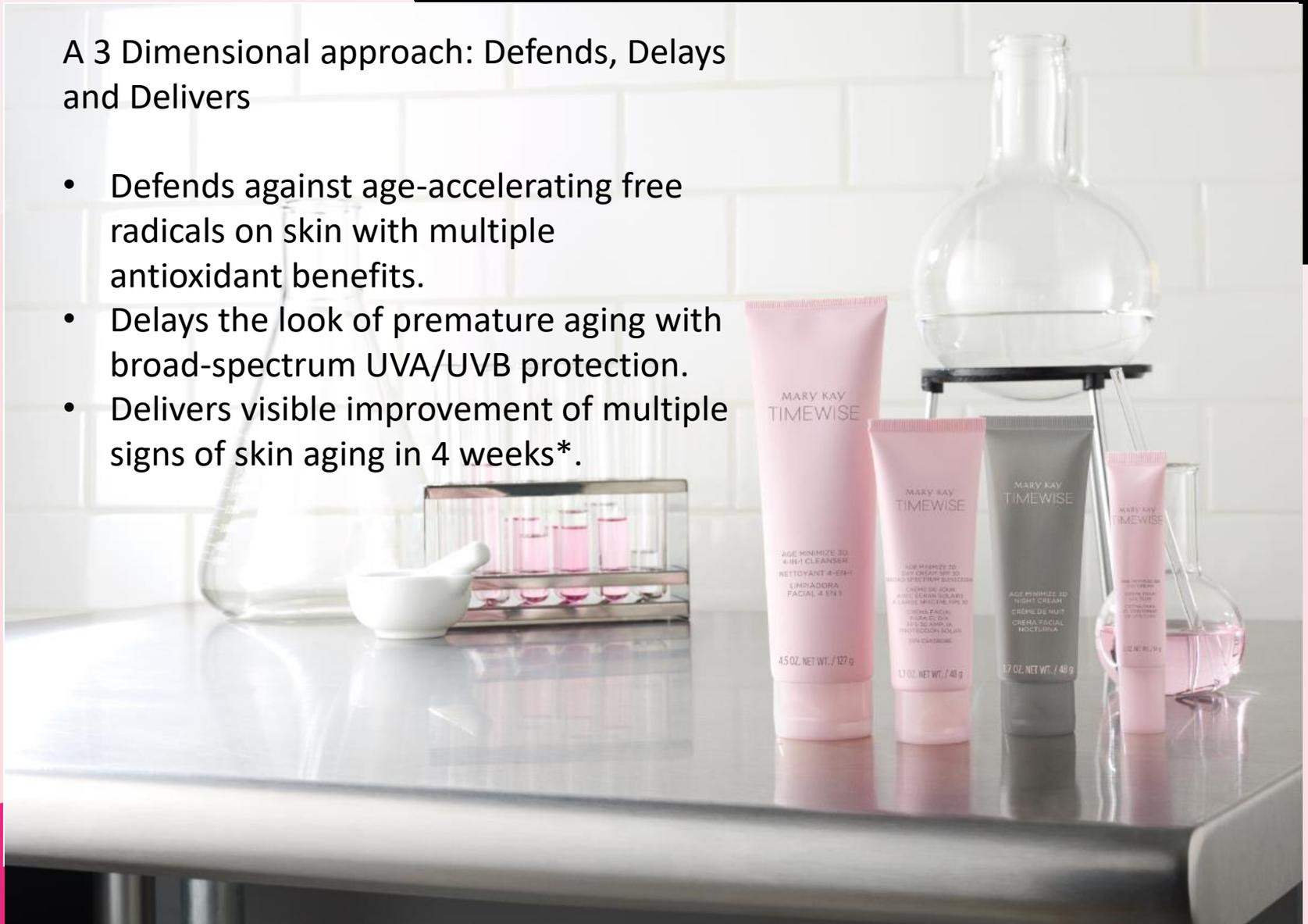
- TimeWise® Skin Care
- Botanical Effects® Skin Care
- Clear Proof™ Acne Skin Care
- TimeWise Repair®

### *Other Skin Care Options*

- Mary Kay® Facial Cleansing Cloths
- MKMen®

## A 3 Dimensional approach: Defends, Delays and Delivers

- Defends against age-accelerating free radicals on skin with multiple antioxidant benefits.
- Delays the look of premature aging with broad-spectrum UVA/UVB protection.
- Delivers visible improvement of multiple signs of skin aging in 4 weeks\*.



The exclusive, patent-pending Age Minimize 3D™ Complex is in every product!

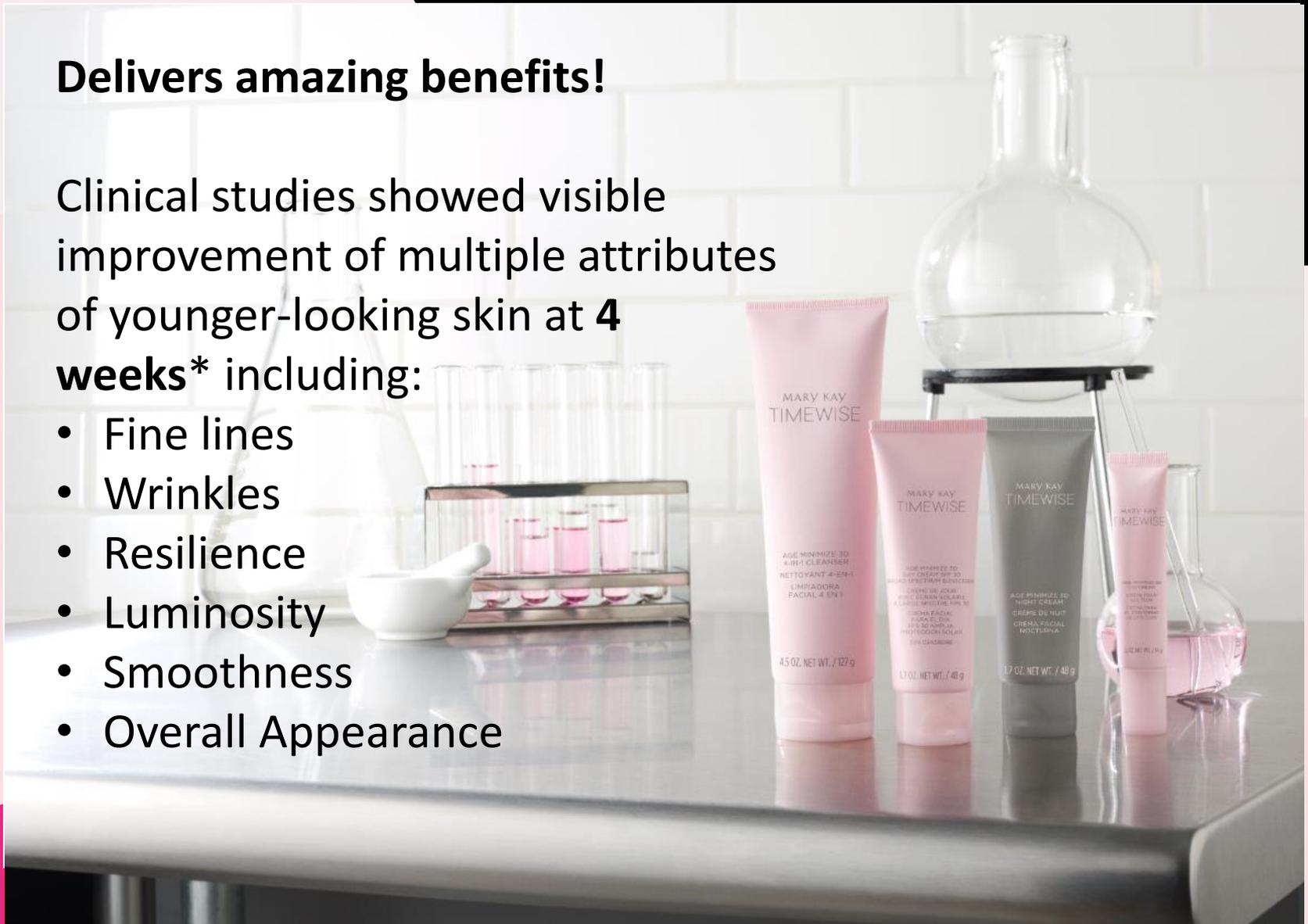
- *Encapsulated resveratrol* provides triple antioxidant benefits, plus helps promote more even-looking skin tone\* and supports skin's natural collagen.
- *Vitamin B3* is a well-known brightening superpower that works double duty as an antioxidant.
- *An age-defying peptide* supports skin's natural collagen and elastin\* for a more youthful, resilient look.



## Delivers amazing benefits!

Clinical studies showed visible improvement of multiple attributes of younger-looking skin at **4 weeks\*** including:

- Fine lines
- Wrinkles
- Resilience
- Luminosity
- Smoothness
- Overall Appearance



## And the results keep getting better over time!

After **12 weeks**, at least **77%** of women or more improved on every attribute measured. \*

- Fine lines – **86%**
- Wrinkles – **77%**
- Resilience – **94%**
- Luminosity – **98%**
- Smoothness – **100%**
- Softness – **95%**
- Overall appearance – **95%**
- Evenness of skin tone – **89%**
- Clarity of skin tone – **86%**
- More toned skin – **89%**



And take a look at these before and after photos!

Before



After 12 weeks (reflects average results)



## Target Customer

- Any woman who loves the current TimeWise® Miracle Set™ will be eager to try this all-new set.
- Women who may not have been interested in the current TimeWise® Miracle Set™ have an exciting new reason to try again. From the products included in the set to the way the products feel to how they perform, everything has changed, and women will want to experience the amazing difference for themselves.
- Women who want to be proactive in maintaining their youthful appearance by defending against the unavoidable environmental and lifestyle factors that can lead to visible signs of premature skin aging.
- Women who may be starting to see the early signs of skin aging and want a simple three-step routine to help delay the visible progression and look younger longer.
- Women who may be experiencing moderate signs of skin aging and want to feel confident that investing time in caring for their skin will deliver visible improvement of multiple attributes of younger-looking skin as soon as 4 weeks.
- Women who may feel age-fighting skin care is too harsh for their skin. TimeWise® Miracle Set 3D™ was tested on and shown to be suitable for those with sensitive skin.
- Women with rosacea who want age-fighting benefits suitable for their skin.

## TimeWise® Age Minimize 3D™ 4in1 Cleanser



This multi-tasking cleanser removes complexion-dulling impurities and leaves skin feeling clean, exfoliated and looking brighter.

## TimeWise® Age Minimize 3D™ Day Cream with SPF 30\*



- By day, this moisture-replenishing cream helps prevent visible signs of skin aging.
- It re-energizes skin's natural, youthful glow and helps improve the look of fine lines and wrinkles.
- It helps even the look of skin tone.
- Skin looks more vibrant throughout the day.
- Moisturizes for 12 hours

## TimeWise® Age Minimize 3D™ Night Cream



- By night, this effective cream works while skin is most able to rebuild its reserves.
- It re-energizes skin's youthful glow and helps reduce the look of fine lines and wrinkles.
- It helps skin look firmer.
- Awake to skin that looks healthier and feels rejuvenated.
- Moisturizes for 12 hours.

## TimeWise® Age Minimize 3D™ Eye Cream



- This eye cream helps improve multiple visible signs of aging and fatigue, including the appearance of dark circles, undereye puffiness, fine lines and wrinkles
- It immediately moisturizes and maintains moisture in the eye area for 12 hours.

**The regimen is clinically shown† to deliver these age-defying results:\***

- Reduced look of deep lines and wrinkles, and improved look of wrinkle severity
- Lifted appearance is restored
- Improved skin firmness
- Improved skin elasticity
- Enhanced appearance of skin clarity
- Improved overall appearance

†Based on multiple 12-week independent clinical studies during which 33 to 45 women used each regimen\* product individually once daily (day cream/night cream) or twice daily (serum/eye cream)

The TimeWise Repair® Regimen targets these advanced visible signs of aging:

- Deep lines and wrinkles, including the eye area
- Loss of firmness and sagging skin
- Loss of skin volume
- Loss of firmness and lift along the jawline
- Skin crepiness
- Eye area puffiness and dark circles
- Wrinkles and crepiness in the neck area
- Age spots and uneven skin tone
- Thinning, more fragile skin
- Uncomfortable dryness



## The TimeWise Repair® Regimen

- Volu-Firm® Foaming Cleanser
- Volu-Firm® Advanced 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 the 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 the Volu-Firm® Advanced Lifting Serum?

### Clinical Benefits From Every Angle

Using multiple clinical testing methods, including state-of-the-art 3D facial imaging, we tested Volu-Firm® Advanced Lifting Serum from every angle to show how it helps reclaim your triangle of youth. And the results speak for themselves – these impressive numbers reflect the percentage of panelists who showed improvement:

- Sagging skin along the cheeks and jawline is visibly lifted: 100%†
- Skin overall is visibly lifted: 98%†
- Skin firmness is improved: 82%†
- Deep lines and wrinkles are visibly reduced: 98%†
- Skin elasticity is enhanced: 78%†
- Skin moisture is immediately increased: 100%\*

†Based on one 12-week independent clinical study in which 45 women used the serum twice a day. Numbers reflect the percentage of panelists who showed improvement.

\*Based on bio-instrument testing. Number reflects percentage of panelists who showed improvement.



What are the key benefits of the 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 the 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 the 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



## The Clear Proof® Acne System Includes:

- Clear Proof Cleansing Gel\*
- Blemish Control Toner\*
- Acne Treatment Gel\*
- Oil-Free Moisturizer for Acne-Prone Skin



The Clear Proof® Acne System uses a combination of salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts.

- Salicylic acid acts like an exfoliant to promote the easy removal of dead skin cells. As such, it helps keep pores unclogged and reduce the build-up of *P. acnes* bacteria.
- Benzoyl peroxide (BPO), on the other hand, is an oxygen-releasing ingredient that kills bacteria. *P. acnes* bacteria flourish when there's a lack of oxygen, like in a clogged pore.
- By creating an oxygen-rich environment, BPO can help reduce the number of *P. acnes* bacteria that can cause lesions to form. It also can help in dissolving the buildup of dead skin cells.

## Who is the customer?

- Customers looking for an effective yet gentle solution for mild to moderate acne breakouts.
- Customers who are teens or moms of teens who buy acne products and want a multi-faceted approach to clearing up blemishes and preventing new breakouts from forming.



## Clear Proof® Clarifying Cleansing Gel\*

- Contains 2% salicylic acid
- Deep cleans skin to penetrate and clear pores as it helps maintain a clear complexion



### Clear Proof® Blemish Control Toner\*

- Contains 2% salicylic acid
- Helps exfoliate dead surface skin cells and helps remove excess oil



## Clear Proof® Acne Treatment Gel\*

- Contains 5% benzoyl peroxide
- Apply directly to pimples to clear up blemishes without irritating skin.



## Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin

- Lightweight and quick-absorbing
- Oil-Free
- Feels soothing to irritated skin



## Botanical Effects® Skin Care

- Fresh, uncomplicated skin care
- Start with simple ingredients that deliver a wealth of essential benefits.
- A choice of products that feel as good *ON* your skin as they are *FOR* your skin.
- The unique combination of dragon fruit and aloe are in each product in the set!



*Who is the customer?*

*The customer for Botanical Effects® is any young woman who may be just starting to learn the benefits of skin care and isn't yet concerned with the signs of aging.*



## Botanical Effects® Cleansing Gel

- *Contains ingredients naturally derived from coconuts to cleanse the skin*
- *Cleans deeply and effectively, and even dissolves all traces of oil.*
- *Doesn't strip skin or leave it feeling tight.*
- *Instead, skin feels smooth, nourished and clean.*



## Botanical Effects® Refreshing Toner

- A great addition to give skin another splash of antioxidants, our **Refreshing Toner** tightens the appearance of pores while removing excess oil.
- Traces of dirt are wiped away — as are complexion-dulling dead skin cells — for a complete clean.
- Contains an extract of witch hazel, which has been used traditionally as an astringent, yet skin won't feel tight or dry.
- Helps control shine, leaving skin looking healthy and feeling refreshed.



## Botanical Effects® Moisturizing Gel

- This quick-absorbing *Moisturizing Gel* provides optimal moisturization to any skin type, leaving it looking healthy.
- Lightweight formula does not feel greasy nor does it leave a residue, yet it moisturizes for 12 hours.
- Skin feels soft, smooth and fresh without any dry feeling.



## Botanical Effects® Invigorating Scrub

- *Our Invigorating Scrub exfoliates to remove dead and dull skin, leaving pores feeling deeply cleaned.*
- *Formulated with natural exfoliating fruit seeds to help unclog pores.*
- *Contains ingredients naturally derived from coconuts and apples.*
- *Not only will your skin look smoother, but the scrub awakens tired-looking skin for a well-rested radiance and healthy glow.*



## Natural-Certified Skin Care

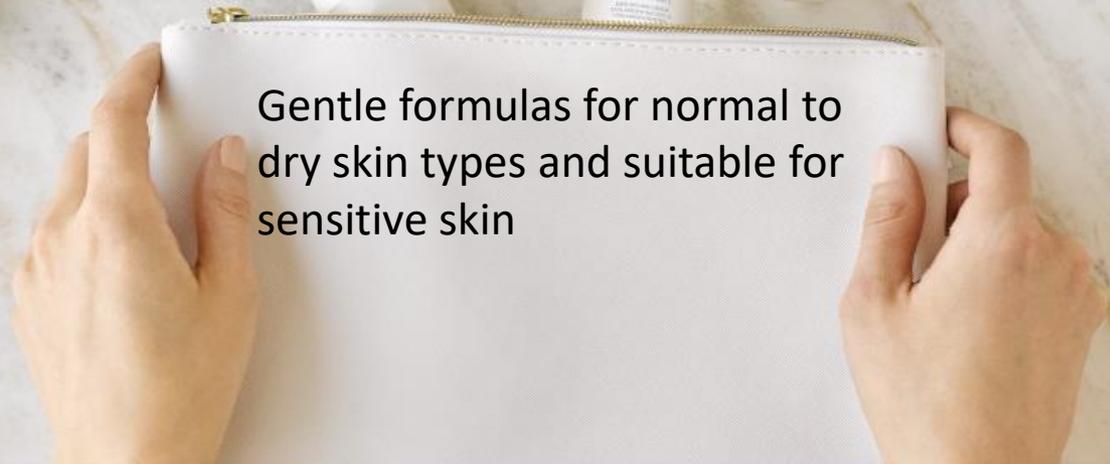
Free of parabens,  
phthalates, synthetic  
fragrance/dyes, SLS/SLES



Quality ingredients  
derived from nature<sup>1</sup>  
and unique per  
product



Gentle formulas for normal to  
dry skin types and suitable for  
sensitive skin



<sup>1</sup>At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards — currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally]



## Mary Kay Naturally™ Purifying Cleanser

### Benefits

- Helps remove dirt
- Skin feels soft, refreshed, hydrated and comforted
- Skin looks healthy and feels nourished and soothed
- Rinses clean without leaving a tight parched feeling

### Ingredients

- Infused with cornflower floral water and sweet almond oil
- Includes moisture-boosting glycerin and antioxidant-rich vitamin E
- Features a light vanilla scent
- 99.49% natural origin<sup>2</sup> of total ingredients
- The remaining .51% ingredients help blend the formula and maintain effectiveness

- For best results, use with a cotton pad on damp skin

<sup>2</sup>This means that 99.49% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally](http://www.MaryKay.com/Naturally).



## Mary Kay Naturally™ Exfoliating Powder

### Benefits

- Gently exfoliates skin and leaves it looking healthy
- Skin feels smoother and softer
- Preps skin for the next step in your routine
- Does not leave skin feeling over-scrubbed

### Ingredients

- Features hydrogenated castor oil, processed into fine, wax beads, and citric acid to provide exfoliating benefits, which help skin cell turnover
- Rice starch offers absorbent qualities while baking soda provides soothing benefits
- Features a light vanilla scent
- Surfactant- and talc-free
- 100% natural origin<sup>3</sup> of total ingredients

### Usage

- Can be used 2 to 3 times per week or even daily
- Use a dime-sized amount up to a quarter-sized amount and mix with water or Mary Kay Naturally™ Nourishing Oil

<sup>3</sup> This means that 100% of ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally](http://www.MaryKay.com/Naturally).

## Mary Kay Naturally™ Nourishing Oil

### Benefits

- Leaves skin feeling hydrated and nourished
- Skin is left looking revitalized and with a healthy glow
- Skin feels satiny smooth, soft and supple
- Absorbs quickly and feels lightweight

### Ingredients

- Features a blend of sweet almond oil, olive oil and sesame oil, which are natural emollients and provide moisturizing benefits
- Includes squalene, derived from plants, which is an excellent moisturizer to help support the skin barrier and reduce dryness
- Vitamin E provides protective antioxidant benefits
- Features a light vanilla scent
- 100% natural origin<sup>3</sup> of total ingredients

### Usage

- Can be used all over, including on the face, cuticles, elbows, even ends of hair
- Can mix 1 to 2 drops with your moisturizer or foundation for a customized beauty experience\*

\*It is not recommended to mix the oil with sunscreen or acne products. You can apply one product followed by another but avoid mixing together as one application.



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## Mary Kay Naturally™ Moisturizing Stick

### Benefits

- Convenient, targeted balm leaves skin feeling moisturized and conditioned to help relieve dry patches
- Provides immediate relief from dryness
- Helps soften rough patches
- Skin feels nourished, soothed and softer
- 85% of women said, <sup>5</sup>"I love the convenience and versatility of this stick."

### Ingredients

- Contains candelilla wax and beeswax to help protect skin from dryness
- Carnuba wax provides emollient benefits while squalene from plants helps support the skin's barrier
- Contains sunflower seed wax and sunflower seed oil
- 100% natural origin<sup>3</sup> of total ingredients

### Usage

- Use on any dry areas, such as face, elbows, knees, cuticles or heels
- If using in multiple areas, it is recommended to have a Moisturizing Stick dedicated only to heels/feet and only to the lips.



<sup>3</sup>This means that 100% of ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally](http://www.MaryKay.com/Naturally).

<sup>5</sup> Based on a majority of panelists who agreed with statements in a one-week independent consumer study during which 200 women used Mary Kay Naturally™ Moisturizing Stick daily as desired.

## 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!



**Daily Facial Wash:** Washes away grit and grime. Visibly reduces excess oil. Helps prepare skin for shaving. Pores feel deep-down clean. Leaves skin feeling energized.

**Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30\*:** Immediately hydrates while protecting skin from damaging UVA/UVB rays. Helps reduce the look of fine lines and wrinkles.

**Shave Foam:** A rich, lightweight foam that creates a comfort zone between the razor and skin, allowing for a clean, close shave. Helps reduce razor irritation.

**Cooling After-Shave Gel:** This nongreasy gel shields the skin against razor irritation as it soothes, cools and leaves skin feeling soft and moisturized.

**Advanced Eye Cream:** Soothes, brightens and instantly smoothes skin around the eyes. Minimizes the appearance of fine lines and wrinkles.



# 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."*

