



TimeWise Repair™ Regimen

MARY KAY



What's The Story Behind The TimeWise Repair™ Regimen?

- What is the regimen's Power Statement?
- What are the regimen's benefits?
- How does the Volu-Firm™ Complex work?
- What results did women see?
- Who is the customer?
- What are the individual product benefits, and how do they work?

Today you'll learn the answers to these important questions about TimeWise Repair™ so that you can use this knowledge when you share these products with your customers:

- *What is the regimen's Power Statement?*
- *What are the regimen's benefits?*
- *How does the Volu-Firm™ Complex work?*
- *What results did women see?*
- *Who is the customer?*
- *What are the individual product benefits, and how do they work?*

By taking the time to further your product education, you will be able to confidently help your customers choose the Mary Kay® products that are right for them.

Now, let's get started.

**Introducing TimeWise Repair™.
Extensive Research.
Innovative Ingredients.
Comprehensive Testing.**



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From the beginning, we wanted TimeWise Repair™ to undergo the most comprehensive studies ever conducted on any new Mary Kay® product to date so that there would be no doubt about the benefits and performance it offered.

As a result, more than 65 clinical, consumer and safety studies involving more than 3,000 panelists were conducted, and the results speak for themselves.

What is the Power Statement for TimeWise Repair™ ?

Reduce the look of deep lines and wrinkles.
Restore lifted contours.
Recapture youthful volume.

Go back in time.
And lift away the years.

The TimeWise Repair™ Power Statement is: Reduce the look of deep lines and wrinkles. Restore lifted contours. Recapture youthful volume. Go back in time. And lift away the years.

That's what you'll want to share with your customers when you introduce them to this new regimen. Plus this: The benefits skin needs to "act" younger are now revealed, thanks to extensive work on the science of skin aging conducted at the Mary Kay Research Center.

By targeting the multiple reasons why skin ages instead of just the end result, this advanced regimen is able to deliver benefits like never before.

This premium skin care collection proves it's never too late to rescue skin from the damage of the past and re-capture a vision of youthfulness.

Now let's find out about the benefits of the TimeWise Repair™ regimen ...

What are the benefits of the TimeWise Repair™ regimen?

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

TimeWise Repair™ combines extensive research, innovative ingredients and comprehensive testing to deliver the benefits that target the advanced signs of skin aging.

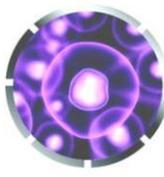
Here's what Dr. Beth Lange, Mary Kay's Chief Scientific Officer, has to say about this new regimen: "In creating TimeWise Repair™ we wanted to ensure that each step in the regimen delivered benefits to address these key skin issues in addition to individual targeted benefits. And that's why we developed the Volu-Firm™ Complex, a unique, patent-pending blend of ingredients – including plant stem cells and peptides – that helps provide the catalyst behind the clinically-proven benefits TimeWise Repair™ delivers."

Let's learn more about this unique Volu-Firm™ Complex.

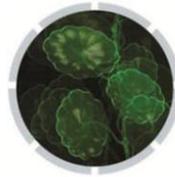
The Volu-Firm™ Complex is the Catalyst Behind TimeWise Repair™



Biomimetic Peptide



Hyaluronic Acid Booster*



Plant Stem Cells

*Based on in vitro testing of key ingredients

The patent-pending Volu-Firm™ Complex – a perfect union of three ingredients vital to skin recovery – is at the heart of the TimeWise Repair™ Regimen.

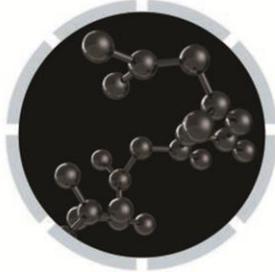
The name Volu-Firm™ comes from combining two words – “volumizing” and “firming,” since loss of skin volume and firmness are among the most visible signs of advanced skin aging. The name was inspired by how this exclusive complex gives all five steps in the regimen a common bond and shared benefits. The Volu-Firm™ Complex contains:

- *A biomimetic peptide that helps support processes critical for skin repair.**
- *A hyaluronic acid booster* that helps provide youthful skin volume and lift.*
- *Plant stem cells that help protect the integrity of the skin matrix, the source of skin firmness.**

Let's learn more about each ingredient ...

*Based on in vitro testing of key ingredients

How does the Volu-Firm™ Complex work?



Tripeptide 1, a biomimetic peptide, helps support processes critical for skin repair*

*Based on in vitro testing of key ingredients

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The Volu-Firm™ Complex contains a powerful peptide – Tripeptide 1, a biomimetic peptide that helps support processes critical for skin repair.*

But what does biomimetic mean? It comes from the Greek words for “life” and “imitate” and in general it means technology imitating nature.

This specialized peptide is structurally similar to skin-signaling proteins that remind aging cells what they’re supposed to do – like communicate with one another or make more skin-strengthening proteins.

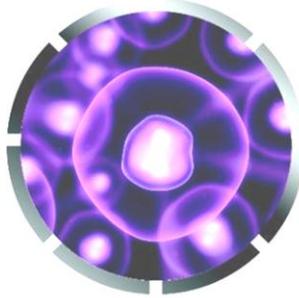
But that’s just half the story.

This peptide also promotes the synthesis of two skin proteins that help strengthen the skin’s network of support.*

Now let’s talk about the second key ingredient in the Volu-Firm™ Complex.

*Based on in vitro testing of key ingredients

How does the Volu-Firm™ Complex work?



Hyaluronic acid booster* helps provide youthful volume and lift

*Based on in vitro testing of key ingredients

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The Volu-Firm™ Complex contains a tripeptide that is shown to boost the production of hyaluronic acid, helping to provide youthful volume and lift.*

Although the most well-known components of the skin matrix are collagen and elastin, hyaluronic acid (HA) plays an equally vital role, providing essential cushioning and holding onto moisture that can actually plump skin from within.

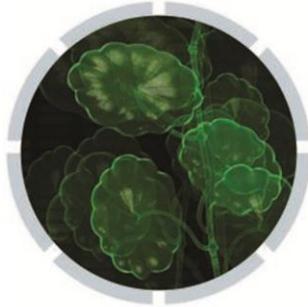
In fact, hyaluronic acid can bind up to 1,000 times its weight in water, which makes it an invaluable skin resource.

It's one reason why many experts agree that as far as skin rejuvenation is concerned, hyaluronic acid plays a starring role.

Next let's talk about the third ingredient in the Volu-Firm™ Complex – plant stem cells.

*Based on in vitro testing of key ingredients

How does TimeWise Repair™ Volu-Firm™ Complex work?



Plant stem cells help protect the integrity of the skin matrix, the source of skin firmness*

*Based on in vitro testing of key ingredients

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*Skin is constantly renewing itself as older skin cells die and are replaced. But as time passes, the old cells begin to outnumber and overwhelm the new, and this plays a big role in why signs of advanced skin aging become visible. The Volu-Firm™ Complex harnesses the power of plant stem cells to help maintain skin integrity.**

The plant stem cells in the Volu-Firm™ Complex come from gotu kola, a botanical known for its antioxidant properties.

This ingredient is prized because it can reduce the activity of hyaluronidase, a skin matrix-degrading enzyme that can lead to a loss of skin firmness. This is an important benefit since it helps protect hyaluronic acid, a key component in skin responsible for hydration and providing a skin-volumizing effect in addition to impacting skin elasticity.*

Now that we know the importance of the Volu-Firm™ Complex and how it unites three ingredients to fight the advanced signs of skin aging, let's learn about the results that were seen after women used the TimeWise Repair™ regimen.

*Based on in vitro testing of key ingredients

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 more even toned skin
- 93% had a significant improvement in overall appearance

* Results based on a 12-week independent clinical study. The percentages reflect the number of women who showed improvement.

Just look at those numbers. These significant results are sure to impress your customers looking for effective age-fighting products.

In addition, using sophisticated technology, a 40% improvement in skin firmness and 58% improvement in skin elasticity was measured after women used the regimen.*

*And that's not all – 7 out of 10 women showed signs of lifting along the jawline, results that were measured using advanced 3D imaging.**

Now let's take a look at a dramatic before-and-after.

* Results based on a 12-week independent clinical study.

** Results based on a 12-week independent clinical study. The percentages reflect the number of women who showed signs of improvement.

Visible effects from using the TimeWise Repair™ regimen

After using the TimeWise Repair™ regimen*, there was a noticeable decrease in the look of deep wrinkles (shown in purple) and fine lines (shown in blue) across the forehead.

Forehead before



Forehead after



*Average results shown after a 12-week independent clinical study

These before-and-after photos speak for themselves – as you can see, the appearance of deep wrinkles and fine lines was noticeably reduced across the forehead. In fact, 86% of the women had a decrease in the appearance of average wrinkle length, and 81% had a decrease in the appearance of average wrinkle width.*

Aren't those results to get excited about?

Now let's find out who the customer for the TimeWise Repair™ regimen is.

* Results based on a 12-week independent clinical study. The percentages reflect the percentage of women who showed improvement.

Who is the customer for TimeWise Repair™?

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

The primary customer for TimeWise Repair™ is someone who is already experiencing the advanced signs of aging. While this can be caused by someone's chronological age, other factors can be equally as important, including what your skin has been exposed to and how well it's been taken care of and protected from environmental stressors.

Other customers who may want to experience TimeWise Repair™ are:

- *Women who want to be among the first to experience the latest and greatest in skin care advancements and technology*
- *Women who want to go above and beyond what their skin may need right now. It is important that these customers understand that if their skin is not showing the advanced signs of aging, the benefits from using TimeWise Repair™ may not be as dramatic.*

So now that we know who the customer for TimeWise Repair™ is, let's discover the benefits of the five individual products that make up the TimeWise Repair™ regimen.

The 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

*Over-the-counter drug product

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The individual products in the regimen are: Volu-Firm™ Foaming Cleanser, Volu-Firm™ Lifting Serum, applied morning and night right after cleansing, followed by Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30 in the morning and Volu-Firm™ Night Treatment with Retinol in the evening, and last but certainly not least, Volu-Firm™ Eye Renewal Cream morning and night.*

Let's learn about the benefits of each product in the regimen ...

*Over-the-counter drug product

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

The power statement for Volu-Firm™ Foaming Cleanser is “Revitalize, renew, go beyond cleansing,” and its main benefits, in addition to containing the Volu-Firm™ Complex, are:

- *It maintains moisture balance*
- *It renews skin radiance*
- *It promotes a feeling of suppleness*
- *It leaves skin feeling pampered*

This soothing cleanser provides a luxurious daily skin care experience and prepares skin for the next step in the TimeWise Repair™ regimen.

Now we'll learn how the Foaming Cleanser works.

How does Volu-Firm™ Foaming Cleanser work?

- Thoroughly cleanses skin without leaving it feeling stripped
- Helps support the skin barrier

This luxurious cleanser helps provide deep cleansing while treating skin with the gentleness it needs and deserves. It's designed to help skin retain its natural lipids so instead of feeling dry and stripped, skin feels smooth, supple and wonderfully moisturized.

The moisture-rich foam thoroughly cleanses and renews skin texture, leaving pores looking less noticeable. It sweeps away complexion-dulling impurities as it leaves skin feeling revitalized and hydrated.

Designed to be gentle to skin, it also helps support the delicate skin barrier, an important benefit since as skin ages it becomes thinner and more susceptible to moisture loss and external irritants.

Let's see what women thought about Volu-Firm™ Foaming Cleanser after using it.

Women Love Volu-Firm™ Foaming Cleanser!

After 1-week of using Volu-Firm™ Foaming Cleanser, a majority of women* said it:

- Maintains moisture balance: 86%
- Renews skin's radiance: 87%
- Skin feels supple: 89%
- Leaves skin feeling pampered: 90%

* Results based on a 1-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

The number of women who noticed results is impressive. Clearly, Volu-Firm™ Foaming Cleanser delivers effects women want.

Now let's learn more about Volu-Firm™ Lifting Serum's key benefits.

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



- Helps firm and lift skin
- Promotes skin resilience
- Restores 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

The power statement for Volu-Firm™ Lifting Serum is “Recover the firmness of youth,” and its main benefits, in addition to containing the Volu-Firm™ Complex, are:

- *It helps firm and lift skin*
- *It promotes skin resilience*
- *It restores youthful volume and vibrancy*
- *It restores skin suppleness*
- *It softens the look of lines, wrinkles and crepiness in the neck area*
- *It immediately increases skin moisture by 61%*

Now we'll learn how Volu-Firm™ Lifting Serum works.

How does Volu-Firm™ Lifting Serum work?

- It's designed to influence production of the vital protein Collagen VII** and help promote greater skin resilience.
- Contains Sweet Pea Extract, a powerful botanical that minimizes the activity of enzymes* that can weaken the skin matrix

*Based on in vitro testing of key ingredients.
**Based on in vitro testing.

*Volu-Firm™ Lifting Serum is designed to influence production of Collagen VII**. Collagen VII is a specialized protein that is only found adjacent to the DEJ (dermal-epidermal junction), an area of the skin that plays a critical role in cellular communication and nutrient exchange.*

Volu-Firm™ Lifting Serum is formulated to help minimize damage to proteins in the DEJ and promote greater skin resilience.

Lifting Serum also contains a powerful botanical that minimizes the activity of matrix-degrading enzymes. As we age, the dermal matrix begins to degrade faster than it can be renewed due to increased activity of certain skin enzymes. This serum is formulated with Sweet Pea Extract that reduces the activity of these enzymes* to help minimize damage to skin.*

And that explains the power of Volu-Firm™ Lifting Serum. Now let's find out about the results women saw after using it.

*Based on in vitro testing of key ingredients.

**Based on in vitro testing.

Women Love Volu-Firm™ Lifting Serum!

During a 4-week independent consumer study*, a majority of women said:

- Skin appears tighter: 74%
- Youthful volume and vibrancy are restored: 67%
- Softens look of lines and wrinkles on neck: 73%
- Helps skin look more youthful all day: 79%

* Results based on a 4-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

These numbers prove that women saw results after using Volu-Firm™ Lifting Serum. And there's even more wonderful news: In an independent study of women who used the Lifting Serum for 12 weeks, 89% of them showed an increase in skin firmness.*

*Let's learn about the next product in the TimeWise Repair™ regimen: Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30.***

* Result based on a 12-week independent clinical study. The percentage reflects the number of women who showed improvement.

**Over-the-counter drug product

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



- Helps reduce skin glycation,* a process that can intensify skin aging
- Restores skin's youthful cushion
- Helps minimize skin reaction to external irritants*
- Restores skin's even tone
- Protects against skin-aging UVA/UVB damage
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex

*Based on in vitro testing of key ingredients.
**Over-the-counter drug product

*The power statement for Day Cream Sunscreen Broad Spectrum SPF 30** is "Resist A.G.E.ing like never before+.*

The key benefits of Day Cream, in addition to containing the Volu-Firm™ Complex, are:

- *It helps reduce skin glycation,* a process that can intensify skin aging by making collagen and elastin rigid, brittle and less responsive.*
- *It restores skin's youthful cushion*
- *It helps minimize skin reaction to external irritants**
- *It restores skin's even tone*
- *It delivers broad spectrum protection against skin-aging UVA/UVB damage*
- *It increases skin moisture for 12 hours*

Now let's learn how the Day Cream works.

*Based on in vitro testing of key ingredients

**Over-the-counter drug product

+A.G.E. stands for Advanced Glycation End Products, a glycated protein that impacts the ability of structural proteins like collagen and elastin to function normally, causing significant damage to the skin's support structure.

How does Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30** work?

- Helps reduce skin glycation,* a process that can intensify skin aging
- Helps minimize skin reaction to external irritants*
- Helps minimize the activity of pigment-producing enzymes*
- Delivers broad spectrum protection against UVA/UVB damage

*Based on in vitro testing of key ingredients.
**Over-the-counter drug product

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*Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30** contains ingredients that:*

• *Help reduce glycation, a process that can intensify skin aging. Glycation is a chemical reaction that can cause skin proteins, like collagen and elastin, to become rigid, brittle and less responsive. Glycation also can lead to a slowing down of collagen synthesis, which can compromise the integrity and regeneration of the skin. Ultimately glycation, left uncontrolled, can lead to the sagging, skin crepiness and more pronounced wrinkling associated with advanced skin aging.*

• *Help minimize reaction to external irritants*. As skin ages, it can become thinner and more fragile which can make it more susceptible to damage and dryness. This cream is formulated with ingredients designed to help reduce proteins associated with redness,* helping o normalize skin reactions to life's daily stressors.*

• *Help minimize the activity of pigment-producing enzymes*. This rich cream is formulated with an ingredient that minimizes the activity of tyrosinase*, the enzyme responsible for the synthesis of melanin* that can cause the appearance of dark spots and uneven skin tone.*

• *Deliver broad spectrum protection against UVA/UVB damage*. Experts agree that sun exposure is the leading cause of skin aging. This formula protects against burning and aging UVA/UVB rays and is also photo stable, which means that the formula maintains its integrity and protective power even after being exposed to sunlight.*

Next, let's learn about the kinds of results women reported after using the Day Cream.

*Based on in vitro testing of key ingredients.

**Over-the-counter drug product

Women Love Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30**!

During a 4-week independent consumer study*, a majority of women said it:

- Helps minimize appearance of deep wrinkles: 70%
- Softens appearance of crepiness on the neck: 74%
- Restores youthful cushion: 80%
- Restores skin's even tone : 82%

* Results based on a 4-week independent consumer study. The percentages reflect the number of women who agreed with the statement.
**Over-the-counter drug product

*These terrific numbers speak volumes – women loved the results they saw from using Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30**!*

Now it's time to learn about the next step in the TimeWise Repair™ Regimen: the Volu-Firm™ Night Treatment with Retinol.

**Over-the-counter drug product

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



- Fights the appearance of deep lines and wrinkles
- Helps prevent skin glycation, a process that can intensify the aging process
- Helps improve advanced signs of aging
- Helps accelerate cell turnover to reveal radiant-looking skin.**
- Restores skin's even tone
- Helps neck area look noticeably smoother
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex

* Based on in vitro testing of key ingredients.
 ** Based on published scientific data.

The power statement of Volu-Firm™ Night Treatment with Retinol is “Reactivate youthful-looking skin with retinol.” Its key benefits, in addition to containing the Volu-Firm™ Complex, are:

- *It fights the appearance of deep lines and wrinkles*
- *It helps reduce skin glycation,* a process that can intensify skin aging*
- *It helps improve advanced signs of aging*
- *It helps accelerate cell turnover to reveal radiant-looking skin.***
- *It restores skin's even tone*
- *It helped the neck area looked noticeably smoother*
- *It increases skin moisture for 12 hours*

Now let's find out how Night Treatment with Retinol works.

*Based on in vitro testing of key ingredients.

**Based on published scientific data

How does Volu-Firm™ Night Treatment with Retinol work?

- Helps accelerate cell turnover to reveal radiant-looking skin**
- Helps protect skin integrity.**
- Helps reduce glycation,* a process that can intensify skin aging
- Helps replenish vital hydration.*
- Helps minimize the activity of pigment-producing enzymes.*

*Based on in vitro testing of key ingredients.

** Based on published scientific data.

*Powered by the strength of the Volu-Firm™ Complex, Night Treatment with Retinol helps accelerate cell turnover to reveal radiant-looking skin, allowing more youthful cells to rise to the surface**.*

*This product contains retinol, and is formulated to help protect skin integrity**. Retinol is known to influence the synthesis of collagen and elastin and promote cellular communication, allowing skin to live up to its youthful potential.*

In addition, Night Treatment with Retinol is formulated with botanical extracts that help reduce glycation, a process that can intensify skin aging. As previously mentioned, glycation is a chemical reaction that can cause skin proteins, like collagen and elastin, to become rigid, brittle and less responsive. Glycation also can lead to a slowing down of collagen synthesis, which can compromise the integrity and regeneration of the skin. If glycation is left uncontrolled, it can lead to the sagging, skin crepiness and more pronounced wrinkling associated with advanced skin aging.

This product also helps replenish vital hydration. It's formulated with a marine botanical shown to increase a type of protein in skin that creates channels* that water can pass through, traveling to where it's needed the most, helping with skin hydration.*

In addition, biophysical testing showed that skin hydration was immediately tripled after the serum was applied, with moisture levels still significantly higher after 12 hours.

Finally, it helps minimize the activity of pigment-producing enzymes. It's formulated with Licorice Extract that minimizes the activity of tyrosinase, the enzyme critical for the synthesis of melanin that can result in the appearance of dark spots and uneven skin tone.*

And that explains the power of Volu-Firm™ Night Treatment with Retinol. Let's learn what women thought after using it.

*Based on in vitro testing of key ingredients.

**Based on published scientific data

Women Love Volu-Firm™ Night Treatment with Retinol!

During a 4-week independent consumer study*, a majority of women said:

- Helps improve advanced signs of aging: 76%
- Skin regains firmness: 71%
- Jawline area appears more defined: 67%
- Restores youthful cushion to skin: 81%
- Restores skin's even tone: 86%
- Enhances skin's overall appearance: 90%

* Results based on a 4-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

These terrific numbers speak volumes – women loved the results they saw from using Volu-Firm™ Night Treatment with Retinol!

Now let's learn about the last product in the TimeWise Repair™ regimen: Volu-Firm™ Eye Renewal Cream.

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
- Features a unique applicator tip
- Contains the benefits of the Volu-Firm™ Complex

The power statement for the Volu-Firm™ Eye Renewal Cream is “Reawaken tired eyes and give them a lifted look.” The product’s main benefits, in addition to containing the Volu-Firm™ Complex, are:

- *It targets deep lines, wrinkles and sagging skin*
- *It also targets under-eye bags, puffiness and dark circles*
- *It targets crepiness and dry skin*
- *It increases skin moisture for 12 hours*
- *It has a unique applicator tip*

Now let’s find out exactly how the eye cream works.

How does Volu-Firm™ Eye Renewal Cream work?

- Has a liquid crystal delivery system that helps enhance effectiveness
- Fights the appearance of deep lines, wrinkles and sagging skin
- Fights under-eye bags, puffiness and dark circles
- Fights crepiness and dry skin

*Based on in vitro testing of key ingredients.

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Eye Renewal Cream comes to the rescue of tired-looking eyes, with a patented combination of ingredients that addresses the signs of advanced aging in the eye area.

It has a liquid crystal delivery system that helps enhance effectiveness and can reflect light to help create a luminous look. This innovative delivery system also has been shown to help support the skin barrier, an important benefit since the skin in the eye area is thinner to begin with.

In addition, Eye Renewal Cream also contains ingredients that:

- *Fight the appearance of deep lines, wrinkles and sagging skin. The formula contains ingredients shown to promote the production of collagen* and protect against elastin degradation* to help strengthen and defend the skin matrix.*
- *Fight under-eye bags, puffiness and dark circles. The formula contains specialized ingredients – such as multiple plant extracts, antioxidants and peptides – that help minimize melanin production,* encourage the elimination of excess fluid* and help minimize factors that can lead to skin irritation.**
- *Fight crepiness and dry skin. It also contains ingredients shown to promote the production of hyaluronic acid* that can decline with age. Plus, it's formulated to help support the moisture barrier and provide long-term hydration.*

And that explains the power of Volu-Firm™ Eye Renewal Cream. Let's hear what women thought of it.

*Based on in vitro testing of key ingredients.

Women Love Volu-Firm™ Eye Renewal Cream!

After 1 week,* they said:

- Helps reduce the look of crepey skin: 74%
- Helps minimize look of under-eye bags and dark circles: 68%

After 2 weeks,* they said:

- Firms and tones sagging skin around eyes: 73%
- Minimizes appearance of deep wrinkles: 70%
- Restores a youthful lift: 71%

After 4 weeks,* they said:

- Helps repair skin's appearance: 85%
- Reduces appearance of droopy eyelids: 67%

* Results based on a 4-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

These terrific numbers speak volumes – women loved the results they saw from using Volu-Firm™ Eye Renewal Cream!

Now that you've seen how the TimeWise Repair™ Regimen can deliver powerful results in the fight against the advanced signs of aging for your customer, let's conclude with a word from Mary Kay.

Let's Remember Mary Kay's Words...

"Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women and men turn these good feelings into more positive self-images. This, in turn, will allow them to approach life's challenges with confidence and determination. As I have often said, 'We're not only in the cosmetics business – we're also in the people business.'"

Thank you again for coming today. Before you leave, let's remember Mary Kay's words ...

"Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women and men turn these good feelings into more positive self-images. This, in turn, will allow them to approach life's challenges with confidence and determination. As I have often said, 'We're not only in the cosmetics business – we're also in the people business.'"