

timewise® even complexion essence

TimeWise® Even* Complexion Essence

Power statement:

Using our patent-pending Lucentrix™ complex, TimeWise® Even Complexion Essence is clinically shown to restore skin's natural, even tone by helping reduce visible dark spots and reverse skin discoloration as part of a comprehensive anti-aging program.

When it comes to younger-looking skin, what do women want in addition to reducing fine lines and wrinkles? They want more even skin tone, dark spots minimized and skin discoloration to be reversed. And you can offer every woman these anti-aging benefits with TimeWise® Even Complexion Essence. It works for all skin tones — from ivory to beige to bronze.

What's the buzz in the marketplace?

From beauty editors to dermatologists to women worldwide, everyone is talking about ways to even skin's natural tone. It's a must-have benefit women demand from their age-fighting skin care programs. And they want to achieve visible results at home.

Who are your customers?

Any woman with age spots, freckles or similar variations in her skin tone who wants a more even-colored complexion will want this product. This includes bronze-skintoned women who experience dark spots caused by irritation associated with acne blemishes.

How does TimeWise® Even Complexion Essence fit within the TimeWise®

product line?

While lines and wrinkles are associated most with aging, uneven skin tone is another visible sign. TimeWise® Even Complexion Essence addresses this aspect of aging skin. For the most dramatic, wide-ranging anti-aging results, your customers will want to use the Miracle Set and TimeWise® Even Complexion Essence together.

How does TimeWise® Even Complexion Essence work?

Dark spots and skin discoloration are often caused by sun exposure or irritation associated with acne blemishes (on bronze skin tones). These triggers activate pigment-producing cells that form melanin, which eventually travels to the surface of the skin, causing freckles, dark spots and uneven coloration to appear. When you can interrupt the appearance of melanin on the surface of your skin, the result is more even skin tone.

To help prevent further damage, it's essential to use an SPF product, such as TimeWise® Day Solution Sunscreen SPF 25* in addition to TimeWise® Even Complexion Essence.

What makes TimeWise® Even Complexion Essence different from other even complexion products?

Our patent-pending Lucentrix™ complex is exclusive to Mary Kay. Plus, TimeWise® Even Complexion Essence is a concentrated serum clinically shown to work on all skin tones.

How is TimeWise® Even Complexion Essence different from TimeWise® Day Solution Sunscreen SPF 25* and Night Solution?

TimeWise® Even Complexion Essence actually helps to reduce visible dark spots and reverse skin discoloration to restore skin's natural, even tone. And it contains no sunscreen. Your customers will want to use TimeWise® Day Solution Sunscreen SPF 25* and Night Solution to help prevent and fade lines and wrinkles. With an SPF of 25, TimeWise® Day Solution Sunscreen SPF 25* helps prevent fine lines and discoloration before they occur by blocking damaging UVA/UVB rays. And TimeWise® Night Solution provides a unique delivery system of encapsulated vitamins and antioxidants combined with a collagen-enhancing peptide that helps fade away deep lines and wrinkles.

How soon can your customers expect results from TimeWise® Even Complexion Essence?

Since damage to the skin doesn't happen overnight, neither does the process to restore skin's natural tone. Some results can be seen in as little as four weeks. And with continuous, consistent use of TimeWise® Even Complexion Essence twice a day, your customers can see the powerful results of a more radiant, even complexion get even better.

How often can you expect your customers to reorder?

Your customer will be ready to reorder in about 1 1/2 to 2 months when using TimeWise® Even Complexion Essence twice a day.

What other products would interest my TimeWise® Even Complexion Essence customers?

For your customers who want more products to help them achieve luminous, younger-looking skin, you could also suggest:

Miracle Set.

TimeWise® Microdermabrasion Set.

TimeWise® Age-Fighting Eye Cream.

TimeWise® Firming Eye Cream.

TimeWise® Age-Fighting Lip Primer.

TimeWise® Even Complexion Essence, 1 fl. oz.

84% of panelists experienced more even skin tone.†

†As seen by a dermatologist in a 12-week clinical study



*Over-the-counter drug product
All prices are suggested retail.

private spa collection™ satin hands® pampering set



Private Spa Collection™ Satin Hands® Pampering Set *

Power statement:
Rough, dry hands are instantly
cleansed, softened and moisturized
in three easy steps with the Satin
Hands® Pampering Set.

Your customers are one step closer to softness. The Private Spa Collection™ Satin Hands® Pampering Set features the Satin Hands® Satin Smoothie™ Hand Scrub with a fresh peach scent and smoothing, natural exfoliants. It cleanses and exfoliates in one step! So treat your customers to the sweet sensation of hands that feel renewed, soothed and pampered every day.

What's the buzz in the marketplace?

Customers are looking for a simple way to smooth and soften hands every day. And they want immediate results.

Who are your customers?

The Private Spa Collection™ Satin Hands® Pampering Set is for any customer who wants a convenient, daily system for cleansing, softening and moisturizing rough, dry hands.

How does the Private Spa Collection™ Satin Hands® Pampering Set work?

Extra Emollient Night Cream is massaged into hands to begin the process. It replenishes hydration with ingredients that help protect, condition and seal in moisture. Step two is the Satin Hands® Satin Smoothie™ Hand Scrub which combines cleansing and buffing in one product. It leaves rough, dry hands feeling smooth. After massaging into hands, rinse well. Follow with Satin Hands® Hand Cream for instant hydration to condition and moisturize hands for hours.

When should your customers use the Private Spa Collection™ Satin Hands® Pampering Set?

The complete set can be used every day. Plus, the Satin Hands® Satin Smoothie™ Hand Scrub comes with a convenient pump dispenser, so your customers can keep one at every sink to cleanse and buff their hands multiple times a day.

How often can you expect your customers to reorder the Satin Hands® Satin Smoothie™ Hand Scrub?

The average user will be ready to reorder in about one month when using the Satin Hands® Satin Smoothie™ Hand Scrub three times a day.

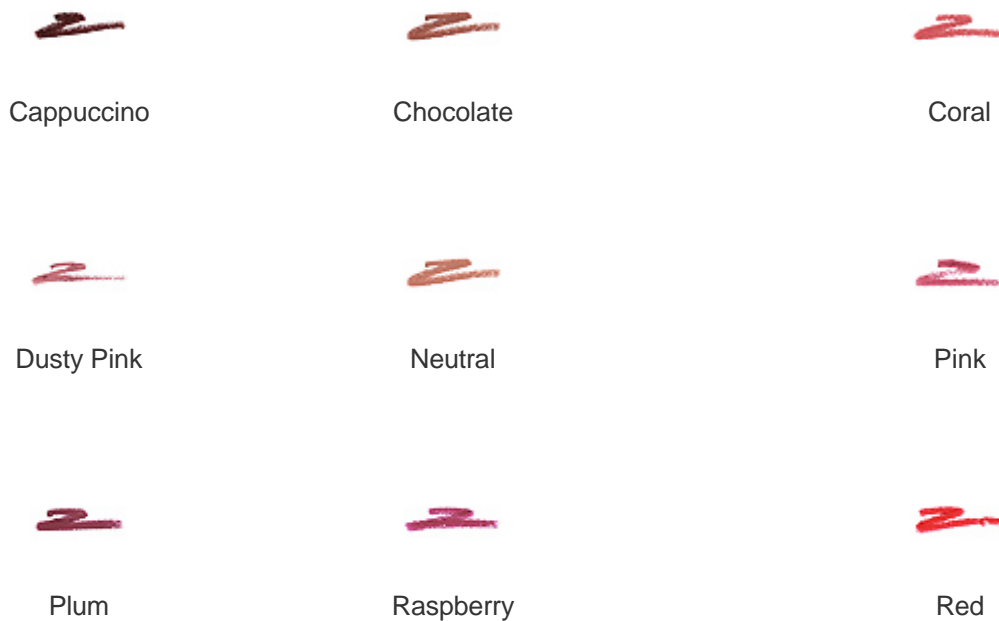
What other products would these customers be interested in?

For your customers who love the Private Spa Collection™ Satin Hands® Pampering Set and want products that help smooth and soften skin all over, you might also suggest: Private Spa Collection™ Body Wash, Sugar Scrub, Moisture Lotion and Sheer Fragrance Mist.

mk signature™ lip liner



The all-new MK Signature™ Lip Liner features a smooth, creamy formula and a retractable pencil that never needs sharpening. It glides on easily with a clean, precise line that perfectly defines lips. The color coding outside quickly tells you the shade inside. Choose from six gorgeous new waterproof shades, plus three of your favorites.



DISCONTINUED SHADE	RECOMMENDED SHADE
Berry	Raspberry
Dark Red	Red
Metallic	Neutral
Burgundy	Plum
Dark Berry	Plum
Dark Chocolate	Cappuccino

Item	Price
MK Signature™ Lip Liner, .01 oz. net wt.	\$10.00






mk signature™ constant color™ lip crème



Drench your lips in the perfect fusion of intense, long-wearing color and moisturizing shine. It's the best of a lipstick and lip gloss in one!

This patented* formula leaves lips moisturized while providing rich, intense color and shine in one step. It glides on velvety smooth with a tantalizing tropical summer flavor.

Limited edition, while supplies last.

Item	Price
 MK Signature™ Constant Color™ Lip Crème, Coral Kiss, .27 oz. net wt.	\$14.00
 MK Signature™ Constant Color™ Lip Crème, Cocoa Beach, .27 oz. net wt.	\$14.00
 MK Signature™ Constant Color™ Lip Crème, Island Pink, .27 oz. net wt.	\$14.00
 MK Signature™ Constant Color™ Lip Crème, Tropical Spice, .27 oz. net wt.	\$14.00
 MK Signature™ Constant Color™ Lip Crème, Warm Blush, .27 oz. net wt.	\$14.00

*U.S. Reg. Pat. No. 5,085,855
All prices are suggested retail.