

OUR PRODUCT MARKETING GROUP SAYS,

“ TimeWise® Moisture Renewing Gel Mask is formulated with scientifically studied ingredients that help quench your skin’s thirst in addition to other skin-loving benefits. Signs of stress disappear, as skin feels calmed, purified and nourished. ”



FACT: As we age our skin’s ability to stay properly hydrated is diminished, which leads to skin looking older than it is. All women — even those with oily skin — need to use skin care products that are formulated to not only *add* moisture but also help skin *hold in* every precious drop.

POWER STATEMENT

10 Pampering Minutes. 10 Skin-Renewing Benefits.*

BENEFITS AND CLAIMS

Women who experienced TimeWise® Moisture Renewing Gel Mask in an in-depth consumer study** overwhelmingly agreed that it not only enhanced the overall appearance of their skin but also delivered these specific benefits:

- 92% said skin felt smoother and softer
- 86% said skin felt pampered and nourished
- 85% said skin looked firmer and felt purified
- 84% said it helped reduce the appearance of pores
- 82% said skin was calmed and instantly hydrated
- 77% said skin appeared less stressed

*Results reported during a two-week independent consumer study

TARGET CUSTOMER

- Women who currently use TimeWise® skin care and are looking to add an extra dimension to their regimen
- Current mask users who want to add the latest age-fighting benefits to their masking routine
- Women who want an additional level of hydration in their skin care regimen
- Women who want additional pampering in their skin care regimen

HOW IT WORKS

This high-performing gel mask contains a number of important ingredients that work synergistically to deliver skin-renewing benefits.

- **Formulated to attract and maintain moisture.** This advanced formula contains sodium hyaluronate, closely related to hyaluronic acid. This powerful humectant acts like a sponge on your skin — helping to attract vital moisture so your skin can use it more effectively.
- **Formulated to help balance moisture levels.** The plant-derived glycerin in this formula acts as a humectant, attracting moisture to the skin.
- **Formulated to help firm and calm skin and strengthen skin barrier function.** The formula contains chestnut seed extract. The seeds are said to have firming and calming benefits and believed to help strengthen the skin barrier function. It also contains niacinimide, one of the two principle forms of vitamin B3, and is scientifically known to fortify the skin's barrier.
- **Formulated with an antioxidant superpower.** The acai berry has been reported to neutralize free radicals at a potency rate of more than 80 times that of Green Tea.

KEY INGREDIENTS AND FUNCTIONS

Sodium Hyaluronate	Attracts and maintains moisture
Glycerin	Helps balance or maintain moisture levels in skin
Chestnut Seed Extract	Helps firm and calm skin and strengthen skin barrier
Vitamin B3 (Niacinimide)	Known to fortify the skin's barrier
Acai Berry Extract (Euterpe Oleracea)	An antioxidant superpower
Vitamin E (Tocopherol Acetate)	Antioxidant with skin-soothing benefits

APPLICATION INSTRUCTIONS

- Apply a thick, even layer to cleansed skin. Leave on for 5 – 10 minutes. Remove with tissue or warm, wet washcloth. Use 2 – 3 times per week.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- All TimeWise® skin care products
- Indulge® Soothing Eye Gel

USE-UP RATE

- 3-4 months

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	Dry to oily skin

*In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished, and calmed and that the mask helped reduce the appearance of pores among many other visible benefits.