

Leadership Conference 2010 Product Knowledge Panel

The following Q&A is based on the content presented by Dr. Beth Lange, Dr. Michelle Hines and Yvette Franco, Vice President of U.S. Marketing, on Day 3 of Leadership Conference 2010.

Q: Why is it so important to protect your skin from aging?

A: Your skin tells so much about you! You may think that when you first meet people they pay attention to your warm personality, but they are really checking out your skin. Everyone unconsciously does this. Why? From your skin they can tell your age, your health and whether you are stressed or friendly. Your skin gives off clues that you don't even realize. You don't want people to think that you are older than you really are based on your looks. You can prevent this by preventing some of the signs of aging. Here are the primary signs of aging:

- Fine lines and wrinkles
- Uneven skin tone (age or sun spots)
- Rough texture
- Sagging skin

Q: What is another way to tell someone's age?

A: Look at the hands. Women often forget to protect their hands and décolleté from sun damage, and this area cannot be hidden easily behind makeup.

Q: Why do we consider the TimeWise® Miracle Set™ to be so essential?

A: The Miracle Set™ is the only set of products that is tested and sold as a set to deliver 11 age-fighting benefits. This makes it unique in the marketplace. From a competitive standpoint, consumers will be hard pressed to match these 11 age-fighting benefits in four products for the suggested retail price (\$90 plus the cost of foundation starting at \$14).

Q: Scientifically, why does the TimeWise® Miracle Set™ work?

A: It is truly a one-of-a-kind skin regimen! The cleansing beads help to gently exfoliate and freshen the skin and work perfectly along with our TimeWise® Age-Fighting Moisturizer to hydrate and soften the skin. The sun protection and nourishing extracts in TimeWise® Day Solution SPF 25* help to energize your skin and they work in perfect tandem with TimeWise® Night Solution which contains age-fighting peptides to help rebuild and reduce fine lines and wrinkles. When we talk about the TimeWise® Night Solution, we also talk about the "Pronewal System" which combines the "protection" and "renewal" benefits which this fantastic regimen provides to your skin. The Miracle Set™ is the foundation for all skin care for every woman at every stage in her life.

Q: When should a woman begin to use the Miracle Set™?

A: The Miracle Set™ is for all women starting as early as the age of 20. Twenty is not too early to start using an age-fighting regimen.

Q: What is the primary benefit of the TimeWise® Miracle Set™ for someone in her 20s, especially when it's possible for her skin to look so good at that age?

A: Of the 11 age fighting benefits in the Miracle Set™, the number one benefit is the sun

protection we get from TimeWise® Day Solution SPF 25*. In our mid 20's, although skin degradation is not clearly visible, we are already on the decline. This natural aging is then combined with a period in our lives where many of us engage in the risky behavior of tanning. To protect our skin, it is important to start using a daily sunscreen protection as well as a skin health regimen, such as the Miracle Set™, to keep skin looking young for the long term. In our 20s and throughout our lives, sun protection is the key to healthy, youthful-looking skin.

Q: What is the primary benefit of the Miracle Set™ for someone in her 30s?

A: In our 30s we begin to outwardly notice the signs of aging. Skin may require more hydration and may have reduced collagen (which can make the skin seem less firm and less elastic). The antioxidant-enriched formula in TimeWise® Age Fighting Moisturizer provides essential hydration that skin needs and the TimeWise® Night Solution contains two peptides which act together to restore and renew the appearance of skin by helping stimulate collagen. The Miracle Set™ is perfect for women in their 30s.

Q: What is the primary benefit of the Miracle Set™ for someone in her 40s?

A: In our 40s the signs of aging continue with more noticeable wrinkles, sagging, dark spots and discoloration. The Miracle Set™ can help with hydration and enhance collagen. For dark spots and skin discoloration, you may want to consider adding supplements like TimeWise® Even Complexion Essence and TimeWise® Even Complexion Mask. TimeWise® Even Complexion Essence is clinically shown to restore skin's natural, even tone in as little as four weeks. And of course the TimeWise® Even Complexion Mask provides immediate brightening benefits. Together, the two products make the Even Complexion "Power Pair!"

Q: What is the secret to beautiful skin in our 50s?

A: In our 50s our skin's support structure decreases causing an increased rate of sagging. We need to use products with ingredients that stimulate collagen, combat free radicals, and boost hydration. The Miracle Set™ offers these solutions but you may also want to consider adding supplements such as TimeWise® Replenishing Serum+C to get extra lifting and firming from collagen-enhancing ingredients.

Q: What is the secret to beautiful skin in our 60s and older?

A: The secret to better skin at this age is moisturization. Cell turnover continues to slow down as we age, so exfoliation also continues to be important. Continued use of the Miracle Set™ will address these needs but supplements like the TimeWise® Microdermabrasion Set and extra hydration products will provide additional benefits.

Q: Is age always an indicator for when to recommend supplements?

A: While age can be an indicator, in the end, it is about your customers' needs and these may not fit any timetable. You should listen to your customers' concerns and find solutions based on their problems, which may or may not fit into the proper age range.

Q: Do I really need TimeWise® Day Solution Sunscreen SPF 25* and TimeWise® Night Solution? Can they be substituted for other supplements?

A: The TimeWise® Miracle Set™ is designed as a set and the products need to be used together to gain the maximum benefit for your skin. The set is really the foundation of our brand.

TimeWise® Day Solution Sunscreen SPF 25* is critical for sun protection, the TimeWise® Night Solution for repair. It's fine for your customers to add supplements on top of that, but we don't recommend leaving the house without using the complete TimeWise® Miracle Set™.

As an example, the TimeWise® 3-in-1 Cleanser offers exfoliating and toning every day. This isn't the same as the exfoliating you can get from the TimeWise® Microdermabrasion Set. Different levels of exfoliation may be needed depending on your skin's needs.

The supplements are exactly what we call them – supplements. Not everyone is the same age and has the exact same needs. The Miracle Set™ provides the foundation for healthy skin; the supplements provide the customization for your customers' specific needs.

Q: How do I know whether to sell TimeWise® Night Solution, TimeWise® Replenishing Serum + C, or the TimeWise® Microdermabrasion Set to my customers?

A: While it's possible that the current economy is one reason this question is asked so frequently, here are a few important distinctions to know about these products:

TimeWise® Day Solution Sunscreen SPF 25* and Night Solution are not supplements – they are part of the Miracle Set™. If a customer can only afford one product, we recommend the Night Solution. Customers will likely experience the results and then, depending on their needs, may try the other products in the Miracle Set™.

The next product we would recommend is the TimeWise® Microdermabrasion Set. The higher level of exfoliation it provides is critical in keeping skin from looking dull.

Next, we suggest Replenishing Serum +C. This fantastic supplement is truly focused on firming the skin.

Q: Should I sell my customers the TimeWise® Microdermabrasion Set or the TimeWise® Even Complexion Mask?

A: You can't really compare the TimeWise® Microdermabrasion Set and the TimeWise® Even Complexion Mask because they are completely different in the benefits they provide and the concerns they address. The Microdermabrasion Set provides exfoliation, whereas the Even Complexion Mask delivers instant brightening benefits. The mask is a gentle formula that leaves skin feeling soft and moisturized, while delivering instant brightening benefits so that skin immediately looks more radiant. Also, the Microdermabrasion Set should not be used on those with skin conditions, like acne or sensitive skin, but the mask can be.

Q: Can you tell us more about the new TimeWise® Even Complexion Mask?

A: The TimeWise® Even Complexion Mask is a great addition to the TimeWise® family of products because it delivers instant brightening benefits so that skin immediately looks more radiant. The mask is infused with botanical extracts to help deliver visible brightening. This product is great for everyone but is a perfect complement for those who are already using TimeWise® Even Complexion Essence, which is formulated to improve skin clarity and minimizes the appearance of skin's imperfections, like age spots. This mask is the perfect product to help prepare your skin for applying the Even Complexion Essence serum. When you use the mask together with TimeWise® Even Complexion Essence, you're truly getting the Even Complexion "Power Pair." Using both products as part of a skin care regimen will leave your skin looking more radiant and even toned.

Q: In addition to the TimeWise® Miracle Set™, what is one product a woman shouldn't be without?

A: Eye cream!

Q: Is this because the eye area tends to be one of the first to show the signs of aging?

A: The skin around the eye is thinner and can be more delicate and we often notice the signs of aging there first. As we age, there is a need to add moisture to the skin in that area as well as help reduce the appearance of fine lines and wrinkles. So, in addition to the TimeWise® Miracle Set™ you will want to add an eye cream to your regimen. We offer the TimeWise® Age-Fighting Eye Cream and the TimeWise® Firming Eye Cream formulated specifically for use around the eyes.

Q: How do I know which eye cream to use?

A: Both Mary Kay® eye creams provide great moisture and are formulated with age-fighting peptides to help reduce the appearance of fine lines around the eyes. The more lightweight Age-Fighting Eye Cream is a great basic product for all ages. However, if you want a heavy-hitting product to help moisturize, firm, and brighten the skin around the eye, you should be using TimeWise® Firming Eye Cream.

Q: How important is the order of application?

A: There really is a reason behind the order of application. The order we recommend applying products to the skin helps you to attain all of the skin benefits from each product. After you cleanse your face with TimeWise® 3-and-1 Cleanser, you can use an exfoliation product, such as the TimeWise® Microdermabrasion Set. Afterwards, we recommend applying supplement products such as the TimeWise® Even Complexion Essence or TimeWise® Replenishing Serum+C to maximize the benefits to your skin. Those products can be followed up during the day with the TimeWise® Day Solution SPF 25* to provide protection from the sun or TimeWise® Night Solution at night to help reduce daily environmental damage. Finally, we suggest applying a moisturizer, like the TimeWise® Age-Fighting Moisturizer, to help lock in hydration for your skin.

Q: What is the best resource to learn about Mary Kay® products?

A: The Product Central site on Mary Kay InTouch® is the best one-stop resource for everything you want to know about our products and how to sell them. Everything that we as a Company are going to legally say about a product can be found on the Product Fact Sheets. If you think that there is more information out there that you are missing, there isn't. The Product Fact Sheets are made to help you sell products and deliver knowledgeable, correct information and claims to your customers.

**Over-the-counter drug product*

+Based on in-vitro testing