

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ The TimeWise® Microdermabrasion Set has been a top seller since it launched, providing a skin care breakthrough like no other. The two-part system goes to work immediately to fight fine lines, make pores look smaller and revitalize skin so it looks noticeably softer and smoother. ”

Step 1: Refine feeds and nourishes skin from **below**, bringing oxygen to the top of the skin to stimulate circulation, creating a healthy, more-radiant glow.



Step 2: Replenish feeds and nourishes skin from **above** with an exclusive Mary Kay® triple-tea complex.

FACT: After using the TimeWise® Microdermabrasion Set for just one week, women saw an improvement in skin texture, a reduction in the appearance of fine lines, and pores looked smaller.*

* In a consumer study conducted by an independent research facility

PRODUCT POSITIONING

Immediately fight fine lines, refine pores and achieve beautifully smooth skin with the TimeWise® Microdermabrasion Set.

BENEFITS AND CLAIMS

After using the TimeWise® Microdermabrasion Set for just one week*:

85%	saw an improvement in skin texture
73%	saw a reduction in fine lines
71%	saw pores that looked smaller

* In a consumer study conducted by an independent research facility

TARGET CUSTOMER

- Anyone with fine lines and visible pores
- Anyone with dry, flaky skin

HOW IT WORKS

- Step 1: Refine is an advanced exfoliator that immediately energizes the skin to reveal a more radiant, healthy-looking surface. This creamy, white lotion with exfoliating crystals:
 - Feeds and nourishes the skin from below through increased microcirculation. This brings oxygen to the top of the skin to stimulate circulation creating a healthy, more radiant glow.
 - Reduces the appearance of pores by effectively removing the dead skin cells that naturally form inside and around the outer edge of every pore.
- Step 2: Replenish is immediately absorbed into the skin to instantly smooth and soften. This lightweight, opalescent lavender serum:
 - Feeds and nourishes the skin from above with an exclusive Mary Kay® triple tea complex.
 - Aids the rejuvenation process, and protects against environmental pollutants.
 - Soothes the skin, and helps to bring it back in balance.
 - Prepares the skin for the next step in skin care.

KEY INGREDIENTS AND FUNCTIONS

Alumina	Exfoliant: Used to gently remove dead surface cells.
Triple-tea complex (Camellia leaf extract)	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties. Toning Agent: Provides mild astringency.

APPLICATION INSTRUCTIONS

- After cleansing, apply a small amount of TimeWise® Microdermabrasion Step 1: Refine to wet face with fingertips.
- Rinse thoroughly with warm water, and pat dry.
- Use fingertips to gently apply Step 2: Replenish.
- Use 2-3 times weekly; wait two days between applications.
- Do not follow with acne treatment products.
- Delicate skin may require less frequent use.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set®
- TimeWise® Firming Eye Cream

USE-UP RATE

If used on the:	Step 1: Refine	Step 2: Replenish
• face only	4 months	7 months
• face, throat and décolleté areas	2 months	3½ months

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Hypoallergenic
✓	Non-comedogenic