

OUR PRODUCT MARKETING GROUP SAYS,

“TimeWise Body™ Targeted-Action® Toning Lotion combines the benefits of multiple products in one body-loving formula, and that’s something all women will love – skin that’s firmed, toned, defined and hydrated for 24 hours.”



**FACT:** Maintaining skin hydration is even more important than you might realize. In addition to improving how soft and smooth skin *feels* skin that’s effectively moisturized can actually *look* smoother, minimizing the appearance of imperfections.

\*Results reported during an 8-week independent consumer study.

†Patent is pending for use in cosmetic products.

### PRODUCT POSITIONING

Skin that's firmed. Toned. Defined. Hydrated for 24 hours.

### BENEFITS AND CLAIMS

- Here's what women said\* about the visible changes they saw after using TimeWise Body™ Targeted-Action® Toning Lotion:
  - **After 2 weeks:** 94% said skin appeared smoother
  - **After 4 weeks:** 77% said skin looked toned  
79% saw smoothed body contours  
81% said skin looks firmer
  - **After 8 weeks:** 68% said body contours appear firmed  
76% said skin appeared more defined

### TARGET CUSTOMER

- Women who want to take the fight against aging beyond their face.
- Current customers who want the multiple benefits of firming, toning and 24-hour hydration in one easy-to-use product.
- Current TimeWise® skin care users.
- Customers who may have used Visibly Fit™ Body Lotion and are looking for enhanced benefits.
- Customers who may have tried the Cellu-Shape® Contouring System but would prefer using one product instead of two.

### HOW IT WORKS

- The exclusive formula contains ingredients that target these areas of concern:
  - **Formulated to fortify skin's support structure, helping to firm, tone and tighten.** This advanced formula contains extracts of pumpkin and argan seeds, botanicals that have been shown\*\* to help stimulate vital skin proteins. Pumpkin extract also has been shown\*\* to help enhance the production of collagen.
  - **Formulated to help energize skin cells for optimal performance.** This formula includes two sources of caffeine, an ingredient that has been shown to help boost cell's energy levels. Caffeine is also known to help remove excess fluid from cells, which can help give skin a smoother look, especially in problem areas.
  - **Formulated with antioxidants to minimize damage from UV exposure.** Six sources of antioxidants give skin a much-needed abundance of protection from environmental stressors.
  - **Formulated to hydrate skin for 24 hours.** Skin that isn't properly hydrated can look dry, damaged and older than it is. This formula provides essential hydration so that skin can look more youthful.

### KEY INGREDIENTS AND FUNCTIONS

Acai Berry Extract (Euterpe Oleracea), Vitamin E (Tocopherol Acetate), Myrtle Leaf Extract (Myrtus Communis Leaf), Green Tea Extract (Camellia Sinensis Leaf), Gotu Kola Extract (Centelle Asiatica), Horse Chestnut (Aesculus Hippocastanum)	Antioxidants that act as free radical scavengers, helping to neutralize oxidative damage. Vitamin E also has soothing benefits.
Pumpkin Seed Extract (Cucurbita Pepo)	Helps stimulate collagen**
Argan Seed Extract (Argania Spinosa Kernel)	Helps stimulate vital proteins**
Caffeine and Coffea Arabica Seed Extract	Helps boost cell's energy levels
Hawthorne Berry Extract	Helps accelerate the breakdown of fat**
Glycerin	Emollient that helps balance or maintain moisture levels in skin.

### APPLICATION INSTRUCTIONS

- Gently massage into skin over entire body, avoiding the face. Use morning and evening.

### CROSS SELLING OPPORTUNITIES

- TimeWise® skin care products
- Mary Kay® sun care products
- TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15\*\*\*
- Satin Hands® Pampering Set

### CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Oil-free
✓	Dermatologist tested

### USE-UP RATE

	If used once daily	If used twice daily
Average User	2 months	1 month
Light User	4 months	2 months
Heavy User	1 month	2 weeks

\*Results reported during an 8-week independent consumer study

\*\*Based on in vitro studies

\*\*\*Over-the-counter drug product