

OUR PRODUCT MARKETING GROUP SAYS,

“ The leading foundation brands have introduced their anti-aging product lines within the last few years. Now Mary Kay has two age-fighting foundations to offer customers. Plus, they are unique in the marketplace because they are customized for your skin type. TimeWise® Matte-Wear Liquid Foundation works best for combination to oily skin. ”



FACT: Today, women wear foundation not only to make their face look flawless, but also as an extension of their skin care regimen. They want more than coverage – they demand foundations with age-fighting benefits that work hard to give them ageless beauty.

PRODUCT POSITIONING

Our scientists spent years researching the unique needs of different skin types. The result is two distinct foundation formulas that fight aging while balancing the needs of normal to dry (TimeWise Luminous-Wear™) and combination to oily skin (TimeWise® Matte-Wear). They are the perfect combination of science and beauty.

BENEFITS AND CLAIMS

- Visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections
- Special microspheres work all day to absorb oil and control shine without a heavy makeup look or feel
- Gives skin a long-lasting matte finish
- All-day oil and shine control
- For combination to oily skin
- 23 skin-perfecting shades
- Skin instantly looks firmer, younger and healthier
- Color stays true hour after hour
- Transfer- and humidity-resistant
- Lightweight formula applies evenly and smoothly

TARGET CUSTOMER

- Women looking to add age-fighting benefits to their foundation/beauty routine
- Women who struggle to find the perfect shade of foundation for them - 68% of women have a problem finding the perfect shade of foundation*
- Women who want a more even skin tone and a flawless finish with a matte look - 58% of women are not confident that they are wearing the perfect foundation*

HOW IT WORKS

- Special microspheres work all day to absorb oil and control shine. It also contains an ultrafine mineral that acts like a sponge, absorbing oil so skin can look matte without a heavy feel. Infused with vitamin E and a patented blend of collagen-building peptides for skin that instantly looks firmer, younger and healthier.

KEY INGREDIENTS AND FUNCTIONS

Dimethicone	Provides a silky feel and helps protect skin and improve its appearance.
Vitamin E (Tocopheryl Acetate)	Acts as an antioxidant, helping to neutralize environmental damage that can cause signs of premature aging. Also known to have skin-conditioning and soothing benefits.
Palmitoyl Oligopeptide and Palmitoyl Tetrapeptide-7	Patented blend of collagen-building peptides that work in synergy to help restore and maintain skin's youthful appearance.
Silica	A highly porous, ultrafine mineral that acts like a sponge, absorbing oil so skin can look matte without a heavy feel.
Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer	Specialized microspheres that maximize the formula's ability to control oil.

APPLICATION INSTRUCTIONS

- Can be applied with Mary Kay® Liquid Foundation Brush, sponge applicator or fingertips. If using the brush, squeeze foundation on to back of hand, dip brush in foundation and apply evenly across the face using downward strokes. The Liquid Foundation Brush was specially designed to enhance application, with tapered synthetic bristles that grab foundation and easily reach facial contours.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set®
- Mary Kay® Liquid Foundation Brush
- Mary Kay® Foundation Primer
- Mary Kay® Concealer
- Mary Kay® Sheer Mineral Pressed Powder

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Fragrance-free
✓	Dermatologist-tested
✓	Oil-free
✓	Combination to oily skin

USE-UP RATE

- Average use 1 month

*Source: A national consumer survey conducted by an independent research firm, Directive Analytics