

YOUR PERSONALIZED SKINCARE BLUEPRINT

YOUR STEP-BY-STEP
GUIDE TO GLOWING,
CONFIDENT SKIN

*let's review your
skin analyzer results*

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Welcome to Your Best Skin Yet!

You've already unlocked your personalized Mary Kay Skin Analyzer results. Now it's time to bring them to life! This blueprint was created to make your routine simple, custom, and doable (no 12-step plans here!)

Inside, you'll learn how to read your results, build a routine that fits your skin type, and pick the products that work hard for you day and night. Get ready to meet your most confident, glowy self!

Consistency beats intensity!
Your skin loves a routine
you actually stick with.



01 Understanding Your Skin Analyzer Results

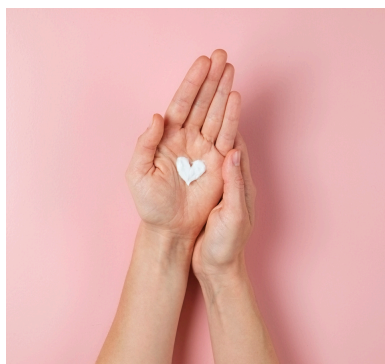
Think of your Skin Analyzer as a mini skin lab in your pocket — it looks closely at key areas like your forehead, eyes, cheeks, and chin to show you where your skin is thriving and where it needs a little extra love.

Each category on your results tells you something unique about your skin:

Category	What It Means	Pro Tip
Texture	How smooth and refined your skin surface is	Gently exfoliate 2–3× a week for a fresh, even finish.
Moisture	How hydrated your skin is below the surface	Layer serums under moisturizer to lock in hydration.
Firmness	Your skin’s elasticity and bounce	Incorporate retinol or vitamin C for boosted resilience.
Wrinkles & Fine Lines	Signs of aging and expression lines	Pat eye cream lightly — don’t rub!
Tone & Spots	Uneven color or dark spots	Brighten with a targeted treatment containing niacinamide.

02

YOUR CORE ROUTINE CHEAT SHEET



No matter your skin type, these four steps are the foundation of healthy, radiant skin. Think of this as your simple, everyday skincare capsule — the essentials your skin will thank you for.

1. Cleanse

Start fresh every morning and night!

Why it matters: Cleansing removes impurities, oil, and makeup so your treatments can actually do their job.

Try: One of the recommended cleansers in your Skin Analyzer results.

2. Treat

Your skin goals live here. Serums are where the magic happens.

Why it matters: Treatments target your unique Skin Analyzer results like texture, tone, firmness, or fine lines.

Try: One of the recommended serums or special solutions in your Skin Analyzer results.

3. Moisturize

Seal in hydration and smoothness.

Why it matters: Hydrated skin stays plump, healthy, and protected against environmental stress.

Try: One of the recommended moisturizers in your Skin Analyzer results. **Even oily skin needs moisture! The right moisturizer actually helps balance oil production.**

4. Protect

SPF = your daily anti-aging secret weapon.

Why it matters: 90% of visible aging comes from UV exposure!

Thankfully, most of our products (including our foundations) have SPF in it!



03

Pro Tips + Healthy Skin Habits

Great skin isn't built overnight — it's built from the small things you do every day. Here are a few of our favorite “beauty consultant-approved” tips that make all the difference.

everyday glow habits

1. **Be consistent.** Your skin thrives on routine — aim for morning + night care daily.
2. **Drink up.** Hydration starts from the inside. Water > coffee 😊
3. **Hands off.** Touching your face spreads oil and bacteria (and hello, breakouts).
4. **Switch it up seasonally.** Your skin's needs shift with the weather — ask your consultant when it's time for a refresh!
5. **Clean your tools.** Wash brushes and sponges weekly to keep bacteria at bay.
6. **Get your beauty rest.** Sleep is your free nightly facial.
7. **SPF,** always. Yes, even on cloudy days.
8. **Exfoliate** 2–3× a week. Gently polish away dullness to keep your skin smooth, soft, and ready to glow.

Your Next Step to Glowing Skin!

Your skin deserves to feel this good every day — and now that you have your personalized results and easy daily routine, you're one step closer to your healthiest, happiest skin yet.

If you'd love help building your full skincare bundle or want to see which products fit your results perfectly, I'm here to make it simple (and fun!).

I'm passionate about helping women like you simplify your routine for beautiful, glowing skin.

Text me to book a quick free consult

- Review your Skin Analyzer results together
- Build your personalized skincare set
- Unlock exclusive samples and skincare perks



*Feeling overwhelmed by the list of products or need more help
determining which products to get? Let's chat!*