

Healthy Skin Your Way



- Hydrating cream cleanser gently prepares skin for the next step in your routine.
- Effectively removes impurities and oil without skin feeling stripped of necessary moisture.
- Fragrance-free and dermatologist-tested.
- Designed with normal to dry skin in mind, but is suitable for all skin types.

*89% of women agree that Mary Kay® Hydrating Cleanser leaves skin feeling soft – not tight or dry.**

UNIQUE SELLING PROPOSITION:
Healthy Skin Your Way

Maintain clean, healthy skin starting with *Mary Kay*® Hydrating Cleanser. This hydrating cream cleanser gently prepares skin for the next step in your routine. It effectively removes impurities and oil and doesn't leave skin feeling stripped of necessary moisture. After each use, skin feels hydrated, fresh and soft – not tight or dry. Plus, it's gentle enough for twice-daily use.

Additional Benefits

- Rinses off easily.
- Does not dry out skin.

Order of Application

1. *Mary Kay*® Hydrating Cleanser
2. *Mary Kay*® Exfoliating Scrub (once every other day, 2 or 3 times per week)
3. *Mary Kay*® Balancing Toner
4. *Mary Kay*® Hydrating Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

Use-Up Rate

If using twice daily, the average use-up rate is 4 months.

*Results based on an independent third-party consumer study in which at least 99 women used a *Mary Kay*® Skin Care product as directed