

Healthy Skin Your Way



- Helps restore skin's balance without drying it out.
- Helps skin look healthy and vibrant.
- Doesn't leave behind a residue or lingering impurities.

*92% of women agree that Mary Kay® Balancing Toner feels gentle.**

UNIQUE SELLING PROPOSITION:
Healthy Skin Your Way

This gentle, refreshing toner contains an antioxidant and helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant. Plus, it is gentle enough for twice-daily use on all skin types.

Additional Benefits

- Designed with all skin types in mind.

Order of Application

1. *Mary Kay®* Hydrating Cleanser OR *Mary Kay®* Mattifying 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 OR *Mary Kay®* Mattifying 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 3 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