

Healthy Skin Your Way



- Oil-mattifying gel cleanser gently prepares skin for the next step in your routine.
- Effectively removes impurities and excess oil to help reduce shine.
- Fragrance-free and dermatologist-tested.
- Designed with combination to oily skin in mind, but is suitable for all skin types.

*92% of women agree that Mary Kay® Mattifying Cleanser effectively removes excess oil.**

UNIQUE SELLING PROPOSITION:

Healthy Skin Your Way

Maintain clean, healthy skin starting with *Mary Kay®* Mattifying Cleanser. This oil-mattifying gel cleanser gently prepares skin for the next step in your routine. It effectively removes impurities and excess oil to help reduce shine. It leaves skin feeling fresh and soft – not tight or dry – and looking mattified. 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®* 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®* 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 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