

Healthy Skin Your Way



- Provides skin with necessary daily hydration morning and night.
- Lightweight, gentle formula is oil-mattifying.
- Fragrance-free and dermatologist-tested.
- Designed with combination to oily skin in mind, but is suitable for all skin types.

*95% of women agree that Mary Kay® Mattifying Moisturizer feels lightweight.**

UNIQUE SELLING PROPOSITION:
Healthy Skin Your Way

This fast-absorbing, nongreasy gel-cream moisturizer provides skin with necessary daily hydration morning and night. The lightweight, gentle formula is oil-mattifying, so skin will be left looking beautifully matte.

Additional Benefits

- Wears well under makeup.

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 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