

Healthy Skin Your Way



- Hydrating moisturizer provides skin with daily hydration morning and night.
- Delivers increased levels of moisturization, leaving skin feeling hydrated.
- Lightweight, gentle formula.
- Designed with normal to dry skin in mind, but is suitable for all skin types.

*92% of women agree that Mary Kay® Hydrating Moisturizer provides necessary daily hydration.**

UNIQUE SELLING PROPOSITION:
Healthy Skin Your Way

This nourishing, nongreasy cream moisturizer provides skin with necessary daily hydration morning and night. The lightweight, gentle formula delivers increased levels of moisturization, leaving skin feeling hydrated.

Additional Benefits

- Absorbs quickly.
- Wears well under makeup.

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 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