

OUR PRODUCT MARKETING GROUP SAYS:

Certain occasions demand you look fresh and just-applied from the beginning to the end. For those times, you need the secret weapon that keeps celebrities picture-perfect long after they've left the makeup artist's chair.



FACT: A finishing spray is also a great refresher anytime of the day to keep your face feeling cool, so feel free to spray throughout the day.

POWER STATEMENT:

When makeup meltdown is *not* an option. Give it the staying power to last up to 16 hours.

PRODUCT POSITIONING

Anytime you need help avoiding makeup meltdown, a couple of spritzes of Mary Kay® Makeup Finishing Spray by Skindinävia will have you “set.” Use it for weddings, job interviews, along day followed by a night out, you’re just too busy to worry about your makeup. It feels completely breathable and works on any skin type, even oily skin. And when you’re ready to remove your makeup, this lightweight formula washes off as easily as it applies. So give your makeup the staying power to last up to 16 hours when nothing less than picture perfect will do.

BENEFITS AND CLAIMS

“This is the best product I have ever used to hold makeup in place.”

That’s what three out of four women said after using Mary Kay® Makeup Finishing Spray by Skindinävia in an independent consumer study.* In fact, 88% of women agreed it even worked great holding makeup in their T-zone! Here’s what else they had to say:

- 94% said it keeps makeup looking freshly applied for hours and feels completely breathable
- 92% said it helps avoid makeup meltdown
- 90% said it gives more confidence in your makeup
- 86% said it makes skin look smoother
- 80% said it keeps makeup out of fine lines

*Results reflect the percentage of women who agreed with the statements during a one-week independent consumer study.

WHO IS THIS PRODUCT FOR

- Any woman who wants to give her makeup the staying power to last for hours, such as special occasions, a long day followed by a night out or just too busy for touch-ups
- Current Mary Kay® color customers
- Women looking for a great refresher anytime of the day

APPLICATION INSTRUCTIONS

- Apply makeup. Shake spray bottle well. Hold the bottle 8”-10” away and spray face 2 to 4 times in an “X” and “T” formation.

YOU MAY ALSO LIKE

- Mary Kay® Color Products
- Mary Kay® Foundation Primer

CHARACTERISTICS

- ✓ Dermatologist tested
- ✓ Oil-free
- ✓ Clinically tested for skin irritancy and allergy
- ✓ Colorfast tested (won’t stain clothing)

USE UP RATE

Depending upon individual customer’s usage