

OUR PRODUCT MARKETING GROUP SAYS:

Finding a powder that is the perfect match for your skin tone can be a difficult task. The beauty of a translucent powder is that it eliminates the guesswork, so you can feel confident it's the right shade for you.



FACT: The light-scattering properties in the Mary Kay® Translucent Loose Powder are designed to diffuse light and create a “soft focus” effect that diminishes the appearance of fine lines. Now that’s a multitasking powder any woman can love!

POWER STATEMENT:**Translucent. Sheer. It's every woman's perfect shade.****BENEFITS AND CLAIMS**

Mary Kay® Translucent Loose Powder is invisibly sheer and provides a skin perfecting finish – that's what 8 out of 10 women said in an independent consumer study*. Here's what else they said about this silky-feeling powder:

- 98% said it feels weightless on the skin
- 84% said it blends easily with foundation and sets makeup for a flawless look
- 88% said it eliminates shine
- 86% said it provides sheer coverage

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

THIS PRODUCT IS FOR

- Current Mary Kay® Loose Powder customers
- Any woman who wants to take the guesswork out of finding her perfect powder shade
- Women who want to control unwanted shine all day
- Women looking for a finishing powder to set foundation

THE SCIENCE BEHIND THE PRODUCT

- **Universal shade.** Eliminate the need for shade matching with one powder that can provide an invisible oil-controlling finish to all skin tones — from very fair to dark. It sets foundation for a perfectly natural finish and has light-diffusing properties to leave skin with a silky-smooth appearance.
- **Weightless and suitable for all skin types, including sensitive skin.** It creates sheer, natural highlights without settling into pores or fine lines. All you'll see is makeup that looks fresh throughout the day. Eliminates shine and never looks chalky,

APPLICATION INSTRUCTIONS

Dip the Mary Kay® Powder Brush into the powder. Tap off excess. Using light, long, downward strokes, apply powder starting at the forehead and moving down to the chin, covering the entire face.

YOU MAY ALSO LIKE

- Mary Kay® liquid or cream foundations
- Mary Kay® Brush Collection

CHARACTERISTICS

- ✓ Dermatologist tested
- ✓ Fragrance-free
- ✓ Oil-free
- ✓ Suitable for sensitive skin
- ✓ Non-comedogenic

USE UP RATE

Depends upon individual customer's usage