

MARY KAY[®]

SKIN CARE

101



BEGIN WITH

BEAUTIFUL SKIN.

Before makeup makes its moment, we must begin with beautiful skin. Enhance your natural radiance with skin care formulas created to help your complexion look and your skin feel its best.

WHAT'S AHEAD

THE IMPORTANCE OF SKIN CARE ROUTINES

MARYKAY® SKIN CARE REGIMENS

THE BEST ORDER TO APPLY SKIN CARE PRODUCTS


SKIN CARE BY CATEGORY



Find a [Mary Kay Independent Beauty Consultant](#) to discover the best selection of *Mary Kay*® skin care products for your one-of-a-kind complexion – and a customized skin care routine.

YOUR SKIN IS YOUR LARGEST ORGAN.

*IT'S MADE UP OF MILLIONS OF SKIN CELLS,
AND IT RENEWS ITSELF EVERY 28 DAYS.
THAT IS A LOT OF IMPORTANT BIOLOGY
TO TAKE CARE OF, AND A SKIN CARE
ROUTINE HELPS YOU DO JUST THAT.*



Two Mary Kay scientists
answer common questions
about the importance of
having a skin care routine.

SKIN CARE
ROUTINES
101

MARY KAY

“ME” TIME IN 3D

TimeWise Miracle Set 3D®

Upgrade your skin care routine with a fan-favorite set that's infused with the *Age Minimize 3D*® Complex to defend, delay and deliver younger-looking skin.



AGE MINIMIZE 3D® COMPLEX

This exclusive, patent-pending complex is in every *TimeWise Miracle Set 3D*® product.



VITAMIN B3



AN AGE-DEFYING PEPTIDE



ENCAPSULATED RESVERATROL

RESET & REPAIR.

TimeWise Repair® Volu-Firm® Set

Target the multiple reasons why skin ages with a set that addresses wrinkles, uneven skin tone, firmness and more!



VOLU-FIRM® COMPLEX

This innovative complex is a perfect union of three ingredients so vital to skin renewal that it is in every *TimeWise Repair® Volu-Firm® Set* product.

A BIOMIMETIC PEPTIDE

PLANT STEM CELLS

A SKIN VOLUME-SUPPORTING PEPTIDE

NATURALLY DERIVED[†] INGREDIENTS.

Mary Kay Naturally[®]

Each *Mary Kay Naturally*[®] product is bursting with skin-benefiting, naturally derived ingredients for gorgeous, healthy-looking skin.



BEAUTY HACKS

HAIR LOOKING DULL?

Try using a bit of the *Mary Kay Naturally*[®] Nourishing Oil to liven up the ends.

GOT UNRULY BROWS?

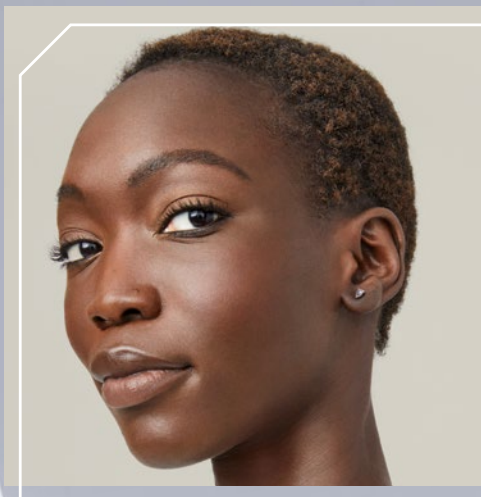
Rub your finger over the *Mary Kay Naturally*[®] Moisturizing Stick, and use it to smooth them down.

[†]At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.

CLEAR & CONFIDENT

Clear Proof® Acne System

Show your skin who's boss with four simple steps clinically shown to provide clearer skin in just 7 days.*



System includes Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel* and Oil-Free Moisturizer for Acne-Prone Skin.

*Based on a 12-week independent clinical study

*Over-the-counter drug product

ACTIVATED CHARCOAL



Clear Proof® Deep-Cleansing Charcoal Mask

Two or three times a week, unclog pores with the power of activated charcoal.

BOTANICAL BLISS

Botanical Effects[®]

Gentle. Simple. Effective.
The *Botanical Effects*[®]
regimen is pure bliss
when it comes to
easy-to-use, antioxidant-
infused skin care.





SKIN CARE FOR HIM

REFRESH HIS SKIN CARE ROUTINE.

MKMen®

Give his skin care routine the upgrade he deserves with our clinically proven products that will help him achieve healthy skin and avoid the signs of premature aging.



THE BEST ORDER TO APPLY SKIN CARE PRODUCTS



A.M.



P.M.

CLEANSER

STEP

1

MAKEUP REMOVER

EXFOLIATOR AND/OR MASK

STEP

2

CLEANSER

TONER

STEP

3

EXFOLIATOR AND/OR MASK

SERUM(S)

STEP

4

TONER

MOISTURIZER/SPF

STEP

5

SERUM(S)

EYE CARE

STEP

6

MOISTURIZER

FOUNDATION

STEP

7

EYE CARE

MARY KAY

**DOWNLOAD
THE MARY KAY®
APP** onto your

mobile device to build
your customized order
of application.

**LOOKING TO ELEVATE YOUR
SKIN CARE ROUTINE?**

**ASK YOUR MARY KAY INDEPENDENT
BEAUTY CONSULTANT** about *Mary Kay
Clinical Solutions®* dermocosmetic products.

MAKEUP REMOVER

ERASE THE DAY.

Mary Kay® Oil-Free Eye Makeup Remover

Refresh, redo or remove eye looks
with a few gentle swipes.



GENTLE.

REMOVES WATERPROOF MAKEUP.

OIL-FREE.

REFRESHING.



PURIFY
EVERY PORE.

PURIFY EVERY PORE.

EVERY GOOD SKIN CARE ROUTINE STARTS WITH A CLEANSER
 both day and night. Choose yours based on your skin care needs,
 from wash-and-go acne solutions to age-defiers and more.



Mary Kay[®]
Micellar Water



TimeWise[®] Age
Minimize 3D[®]
4-in-1 Cleanser



TimeWise Repair[®]
Volu-Firm[®]
Foaming Cleanser



Mary Kay Naturally[®]
Purifying Cleanser



Clear Proof[®]
Clarifying
Cleansing Gel^{*}



MKMen[®] Daily
Facial Wash



Botanical Effects[®]
Cleansing Gel



Botanical Effects[®] Cleanse Formula 1 (Dry)
Botanical Effects[®] Cleanse Formula 2 (Normal)



TimeWise[®] 3-in-1 Cleansing Bar
(with soap dish)

*Over-the-counter drug product

REVEAL A MORE *RADIANT YOU.*

Exfoliating the skin helps smooth skin texture and may also help prevent the development of dry, flaky skin. If you're looking for age-defying benefits, you should exfoliate because it can help improve skin radiance, texture and clarity. It can also reduce the appearance of lines and wrinkles.



***TimeWise Repair®
Revealing Radiance® Facial Peel***



***TimeWise® Microdermabrasion
Plus Set***



***Mary Kay Naturally®
Exfoliating Powder***



UNMASK A WEALTH OF BENEFITS.

Whether you're looking to destress or simply do something just for you, masking is for more than just special occasions. Prioritize your pampering with personalized mask recommendations to fit your busy lifestyle.



**Clear Proof®
Deep-Cleansing
Charcoal Mask**

**TimeWise®
Moisture Renewing
Gel Mask**



**TimeWise Repair®
Lifting Bio-Cellulose Mask**

**Botanical Effects®
Mask Formula 1
(Dry)**



**Botanical Effects®
Mask Formula 2
(Normal)**



**Mary Kay®
Mask Applicator**

HIT REFRESH ON YOUR SKIN.

After exfoliating, wipe away traces of makeup, oil or dirt with a toner that helps refresh skin and restore a healthy-looking complexion. Use morning and night, before moisturizer.



**Botanical Effects®
Freshen Formula 1
(Dry)**

**Botanical Effects®
Freshen Formula 2
(Normal)**



**Botanical Effects®
Refreshing Toner**

**Clear Proof®
Blemish Control
Toner***



AMPLIFY YOUR AGE-FIGHTING.

*Elevate your routine with the clinically proven
impact of this two-step set.*



Mary Kay Clinical Solutions® Retinol 0.5 Set

LEARN MORE



01

Delivers pure,
potent retinol
at a 0.5%
clinically proven
concentration

**Mary Kay Clinical
Solutions®
Retinol 0.5**



02

Delivers a power shot
of rich fatty acids to
nourish dry skin

**Mary Kay Clinical
Solutions®
Calm + Restore
Facial Milk**

BOOST YOUR ROUTINE.



**BOOST
HYDRATION.**



*Mary Kay
Clinical Solutions®
HA + Ceramide
Hydrator*



**VISIBLY REDUCE
WRINKLES.**



*Mary Kay
Clinical Solutions®
C + Resveratrol
Line-Reducer*



**VISIBLE DARK SPOT
REDUCTION**



*Mary Kay
Clinical Solutions®
Ferulic + Niacinamide
Brightener*



**ACCELERATE
SKIN RENEWAL.**



*Mary Kay
Clinical Solutions®
PHA + AHA
Resurfacer*

BOOST FOR BEST RESULTS.

TARGET SPECIFIC SKIN CARE CONCERNS

with these super potent, super powerful formulas. Contact your Mary Kay Independent Beauty Consultant to learn which are best for your complexion.

EXPERIENCE
VISIBLE RESULTS.

Your skin's needs are just as unique as you are, and Mary Kay offers a variety of serums that can help your skin look beautiful and healthy one day at a time!



**TimeWise Repair®
Volu-Firm®
Advanced Lifting
Serum**



**TimeWise®
Pore Minimizer**



**TimeWise
Replenishing
Serum C+E®**

HYDRATE AND RESTORE.

TO RELIEVE DRY, FLAKY SKIN, YOU NEED TO REPLENISH THE SKIN'S MOISTURE.

This can be done with emollients and humectants – key ingredients found in lotions and moisturizers. And when formulated with active ingredients, moisturizers can help restore skin health.



TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*

TimeWise Repair® Volu-Firm® Night Treatment With Retinol



TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen*

TimeWise® Age Minimize 3D® Day Cream (Non-SPF)

TimeWise® Age Minimize 3D® Night Cream



TimeWise® Age-Fighting Moisturizer



Botanical Effects® Hydrate Formula 1 (Dry) Moisturizing Gel



Botanical Effects® Hydrate Formula 1 (Dry)

Botanical Effects® Hydrate Formula 2 (Normal)



Mary Kay Naturally® Moisturizing Stick



MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*

FOR INTENSE HYDRATION



Mary Kay® Intense Moisturizing Cream



Mary Kay® Extra Emollient Night Cream



Mary Kay® Oil-Free Hydrating Gel

*Over-the-counter drug product

PROTECT

PROTECT & PREVENT.

Sun exposure is one of the leading causes of the visible signs of aging. Give your skin the protection it craves with an SPF sunscreen.



**TimeWise Repair® Volu-Firm®
Day Cream Sunscreen Broad
Spectrum SPF 30***



**TimeWise® Age Minimize 3D®
Day Cream SPF 30
Broad Spectrum Sunscreen***



**MKMen® Advanced
Facial Hydrator Sunscreen
Broad Spectrum SPF 30***

*Over-the-counter drug product

SHOW YOUR EYES SOME TLC.

From undereye bags and dark circles to wrinkles and dry skin, there are a lot of reasons why you may want to show your eyes a little love. These products are specifically formulated to give the delicate eye area the TLC it deserves.



**SAY GOODBYE
TO PUFFY EYES!**

Mary Kay®
Instant
Puffiness
Reducer



SEE REAL RESULTS!

1. *TimeWise®*
Firming Eye Cream
2. *Mary Kay®* Hydrogel
Eye Patches
3. *Indulge®* Soothing
Eye Gel
4. *TimeWise Repair®*
Volu-Firm®
Eye Renewal Cream
5. *TimeWise®*
Age Minimize 3D®
Eye Cream



BOAST BEAUTIFUL SKIN.

Foundation is the final step in any good skin care routine. It helps protect your skin from the environment. Plus, it evens skin tone and covers flaws for radiant, healthy-looking skin.



**Endless Performance®
Crème-to-Powder Foundation**



**TimeWise®
Matte 3D
Foundation**

**TimeWise®
Luminous 3D
Foundation**



**Mary Kay® CC Cream Sunscreen
Broad Spectrum SPF 15***

*Over-the-counter drug product

CLEANSE & CALM.

Skinvigate Sonic™ Skin Care System

Give your routine a sonic boost by removing four times more impurities than hand cleansing alone.*

**60
SECONDS
TO SUPERIOR
CLEAN**

Use the *Skinvigate Sonic™* Skin Care System with your favorite *Mary Kay®* cleanser!

SKINVIGORATE SONIC™ FACIAL MASSAGE HEAD, PK./1



Add the power of micromassage to enhance your serum† step, relax facial tension and deliver a youthful glow.

*Research based on a one-day independent clinical study during which 21 women used cleanser with the *Skinvigate Sonic™* Skin Care System + *Skinvigate Sonic™* Facial Cleansing Brush Head for 15 seconds.

†The device was not designed to be paired with acne or sunscreen products.