

New TimeWise® Liquid Foundations are coming!

By now you may have already heard the news that new age-fighting foundations will be added to the Mary Kay® line in early 2011.

These new TimeWise® Liquid foundations (TimeWise Luminous-Wear™ for normal to dry skin and TimeWise® Matte-Wear for combination to oily skin) will provide additional choices to customers and allow you to become expert foundation finders, matching each woman to the product that's right for her! What's more, the age-fighting benefits of these foundations will make them an essential "fifth step" of the TimeWise® Miracle Set *and* boost your sales potential!

TimeWise® Liquid Foundation Formulas

These foundations are formulated to help fight the signs of aging and include a patented blend of collagen-building peptides and vitamin E. These beauty multi-taskers provide skin care benefits along with beautiful coverage and come in 23 shades to match a wide variety of skin tones. Both products also provide many benefits that complement the benefits of the Mary Kay® TimeWise® Miracle Set.

- **TimeWise Luminous-Wear™ Liquid Foundation**
 - Visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections
 - A moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration.
 - Provides immediate hydration and leaves skin with a touch of radiance, luminosity and brightness
 - Suggested retail price: \$20

- **TimeWise® Matte-Wear Liquid Foundation**
 - Visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections
 - Special microspheres work all day to absorb oil and control shine without a heavy makeup look or feel.
 - Provides immediate mattifying benefits and leaves skin with a satin, matte finish
 - Suggested retail price: \$20

New TimeWise® Liquid Foundation samplers (strip of six; three each Luminous Wear™ and Matte-Wear, \$1, will be available on Section 2.

A Flawless Finish...

A new **Mary Kay® Foundation Primer** and **Mary Kay® Liquid Foundation Brush** will launch along with the new TimeWise® Liquid Foundations.

The Mary Kay® Foundation Primer enhances foundation benefits and extends the wear of foundation. It can be used with any Mary Kay® foundation and glides on like a dream so makeup applies smoothly and blends easily. The Mary Kay® Foundation Primer has a suggested retail price of \$20.

The Mary Kay® Liquid Foundation Brush works like a paintbrush on canvas, depositing the right amount of product for a precise, even and smooth application. It works well with any Mary Kay® liquid foundation and has a suggested retail price of \$10.

Managing Your Inventory

In preparation for the addition of these new products to the line in early 2011, we'll make the following changes you'll want to keep in mind:

- **Mary Kay® Medium-Coverage Foundation** will continue to be offered; however, you can expect a \$1 price increase in December 2010. Due to declining sales, this price increase is necessary to offset our production costs with increased cost of materials and a lower demand.
- Due to low sales, **Mary Kay® Full-Coverage Foundation** will phase out in December 2010. The TimeWise® Luminous-Wear™ Liquid Foundation is a great option to offer your normal to dry skin customers who are looking for a liquid foundation.
- **Mary Kay® Foundation Samplers** (strip/six; three each Medium- and Full-Coverage) will move to the Last Chance section of the September 16, 2010, Consultant order form.
- The current **Mary Kay® Foundation Shade Selector** will phase out December 2010. Why? Because the current Mary Kay® Foundation Shade Selector does not support either the new TimeWise® Liquid Foundations or the foundations found in the Starter Kit. We will introduce new online and print tools to help Independent Beauty Consultants select the perfect type of foundation and shade to satisfy their customers' needs.

The new TimeWise® Liquid Foundations are a beautiful addition to the wardrobe of Mary Kay® foundations you can offer, with a variety of foundation types, finishes, shades and benefits to fit your customers' needs and the look they desire.

As we approach the launch of these new foundations, you will want to check this site often for updates and tips to help you in guiding your customers to find their way to beauty with the perfect foundation.