

OUR PRODUCT MARKETING GROUP SAYS,

“ The leading foundation brands have introduced their anti-aging product lines within the last few years. Now Mary Kay has two age-fighting foundations to offer customers. Plus, they are unique in the marketplace because they are customized for your skin type. TimeWise Luminous-Wear™ Liquid Foundation works best for normal to dry skin. ”



**FACT:** Today, women wear foundation not only to make their face look flawless, but also as an extension of their skin care regimen. They want more than coverage – they demand foundations with age-fighting benefits that work hard to give them ageless beauty.

## PRODUCT POSITIONING

Our scientists spent years researching the unique needs of different skin types. The result is two distinct foundation formulas that fight aging while balancing the needs of normal to dry (TimeWise Luminous-Wear™) and combination to oily skin (TimeWise® Matte-Wear). They are the perfect combination of science and beauty.

## BENEFITS AND CLAIMS

- 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
- Skin looks luminous, radiant and immediately brightened as skin texture appears visibly improved
- Leaves skin feeling moisturized all day
- For normal to dry skin
- 23 skin-perfecting shades
- Gives skin a long-lasting luminous finish
- Skin instantly looks firmer, younger and healthier
- Color stays true hour after hour
- Transfer- and humidity-resistant
- Lightweight formula applies evenly and smoothly

## TARGET CUSTOMER

- Women looking to add age-fighting benefits to their foundation/beauty routine
- Women who struggle to find the perfect shade of foundation for them - 68% of women have a problem finding the perfect shade of foundation\*
- Women who want a more even skin tone and a flawless finish with a luminous/dewy look - 58% of women are not confident that they are wearing the perfect foundation\*

## HOW IT WORKS

- Formulated with skin-loving jojoba to provide moisturization and contains a light-reflecting mineral that brightens skin and gives it a more radiant look. Infused with vitamin E and a patented blend of collagen-building peptides for skin that instantly looks firmer, younger and healthier.

## KEY INGREDIENTS AND FUNCTIONS

Jojoba Wax Esters	Enhances the moisturizing benefits.
Glycerin	Humectant that helps balance or maintain proper moisture levels in the skin.
Dimethicone	Provides a silky feel and helps protect skin and improve its appearance.
Vitamin E (Tocopheryl Acetate)	Acts as an antioxidant, helping to neutralize environmental damage that can cause signs of premature aging. Also known to have skin conditioning and soothing benefits.
Palmitoyl Oligopeptide and Palmitoyl Tetrapeptide-7	Patented blend of collagen-building peptides that works in synergy to help restore and maintain skin's youthful appearance.

## APPLICATION INSTRUCTIONS

- Can be applied with Mary Kay® Liquid Foundation Brush, sponge applicator or fingertips. If using the brush, squeeze foundation into hand, dip brush in foundation and apply evenly across the face using downward strokes. The Liquid Foundation Brush was specially designed to enhance application, with tapered synthetic bristles that grab foundation and easily reach facial contours.

## CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set®
- Mary Kay® Liquid Foundation Brush
- Mary Kay® Foundation Primer
- Mary Kay® Concealer
- Mary Kay® Sheer Mineral Pressed Powder

## USE-UP RATE

- Average use 1 month

## CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Fragrance-free
✓	Dermatologist-tested
✓	Oil-free
✓	Normal to dry skin