

PRODUCT POSITIONING

TimeWise® skin care products deliver the advanced anti-aging benefits you want for younger-looking skin.

ANTI-AGING BENEFITS AND CLAIMS

As seen by a dermatologist on panelists in a 12-week clinical study:

- 83% had a reduction in fine lines and wrinkles
- Up to 25% improvement in skin elasticity
- 100% had softer, more supple skin
- 46% improvement in more even skin tone

ROSACEA BENEFITS AND CLAIMS

As seen in a 2 week study on individuals with Rosacea:

- 95% showed improvement in skin texture
- 80% showed improvement in even skin tone
- 60% showed improvement in skin redness

The TimeWise® Miracle Set™ is not a cure for Rosacea and does not treat it but it is a skin care regimen that's highly compatible for those who have this super sensitive skin.

IDEAL CUSTOMER

- Customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.
- Customers who only use cleanser and moisturizer
- Potential customers who use competitive brands of prestige skin care
- Customers and potential customers with sensitive skin and Rosacea

HOW IT WORKS

- Each TimeWise® product is specifically formulated to combat a wide variety of signs associated with the skin's aging. They are designed to work together to help maximize the anti-aging benefits.

KEY INGREDIENTS AND FUNCTIONS

Cleanser	Gentle cleansing beads in TimeWise® cleansers remove dead skin cells through exfoliation. A patented** complex in TimeWise® cleansers reduces fine lines and wrinkles by accelerating the skin's natural renewal process.
Moisturizer	A patented** complex in TimeWise® moisturizers reduces fine lines and wrinkles by accelerating the skin's natural renewal process. A dream humectant blend in TimeWise® Age-Fighting Moisturizer keeps skin moist.
Day Solution	Nourishing botanicals in TimeWise® Day Solution Sunscreen SPF25*, help energize the skin's cells, while UVA and UVB sunscreens help protect the skin from sun damage.
Night Solution	An anti-aging peptide in TimeWise® Night Solution stimulates collagen to smooth and firm the skin.

APPLICATION INSTRUCTIONS

- Use the TimeWise® Miracle Set™ products as a daily regimen – in the morning and the evening.
- Note: The TimeWise® Miracle Set™ products are designed to work together to help maximize the anti-aging benefits.

YOU MIGHT ALSO BE INTERESTED IN

- TimeWise® Replenishing Serum+C
- TimeWise® Microdermabrasion Set
- TimeWise® Firming Eye Cream
- Mary Kay® Mineral Powder Foundation

CHARACTERISTICS

✓	Dermatologist-tested***
✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Non-comedogenic

USE-UP RATE

- Cleanser – 2 months
- Moisturizer – 3 months
- Day and Night Solutions – 2 months each

SELLING POINTS

- Has received worldwide media and beauty editor accolades, including the Good Housekeeping Seal of Approval
- One of the most successful products ever sold by Mary Kay
- Compatible with skin that has undergone IPL treatments
- 11 key benefits and 19 patents world-wide
- Available in a convenient trial size set
- Over 10 years of TimeWise® research has been conducted
- Clinically-proven results of younger-looking skin

* Over-the-counter drug product

** U.S. Patent No. 6,495,126 and other patents pending

***In the U.S. only

©2009 Mary Kay Inc.

OUR SCIENTISTS SAY,

The TimeWise® Miracle Set™ is a premium collection of age-fighting products that work together beautifully. The set uses the latest skin care science to deliver younger-looking skin for all skin types, including sensitive skin and those with Rosacea. The TimeWise® Miracle Set™ is not a cure for Rosacea and does not treat it, but it is a skin care regimen that's highly compatible for those that have this super sensitive skin.

The TimeWise® Cleanser combines anti-aging benefits, plus three essential skin care benefits in one product to cleanse, exfoliate, and refresh – revealing younger-looking skin.



An anti-aging peptide in TimeWise® Night Solution stimulates collagen to smooth and firm the skin.

The TimeWise® Moisturizer is formulated with an exclusive dream humectant blend, plus powerful antioxidants that guard against free radicals to help skin look and feel smooth and radiant. It hydrates for up to 10 hours while helping control excess oil.

Together, TimeWise® Day Solution Sunscreen SPF 25* and TimeWise® Night Solution deliver our exclusive Pronewal™ System around the clock with crucial protection during the day and boosted renewal at night.

FACT: 4 products. 11 skin-loving benefits. 19 patents worldwide. Millions of happy customers!

The TimeWise® Miracle Set™ is available in Combination/Oily™ and Normal/Dry formulas to satisfy all of your customers' needs.