

Notes from Seminar Conversations with those at the Mary Kay Expo at Product Marketing, R & D Staff & in General Assembly

NOTES IN BLACK: Dir. Sherry Hanes –notes from Seminar--Gloria had some of the same notes but has added additional

NOTES IN RED: Dir. Gloria Corn – additional notes from Seminar, MK Intouch, Applause, The Look Book, Google (i.e.zamac metal/enswell)

NOTES IN BLUE: Dir. Petie Huffman – notes from Seminar

NOTES IN GREEN: MARY KAY PINK LINK DVD, THE LOOK BOOK, MK Intouch, Applause, GOOGLE

Lash & Brow Building Serum:

- Many have asked about using Lash Serum with Cancer patients on Chemo. Lash Serum will not work when the skin is still in trauma from Chemo. However, it will enhance and expedite hair growth when brows or lashes begin re-growth. The Lash Serum has to have some hair growing to work.
- You do not need to apply Lash Serum to the lower lashes as it will migrate during sleep. Also as a side note, things easily go into the eye when applied around or under the lower lashes.
- Lash Serum has 0 side effects. There are some similar products on the market that contain an ingredient(s) which do have dark circles or discoloration of white in eyes as a side effect. Lash Serum is harmless.
- If Lash Serum should get in the eye, it will burn as if you got soap in the eye but the discomfort will go away quickly.
- Lash Serum has tested safe for glaucoma and cataract patients. There is also no known reaction for anyone who uses Restasis for dry eyes.

New Day Solution SPF 35:

With the added sunscreen as regulated by the FDA, this product is a thinner consistency. It is exactly as it should be. There is a lighter formula because of the additional SPF sunscreen. Otherwise with the added SPF it would have been overly thick in consistency.

TimeWise Repair Volu-Firm Set:

- TW Repair is a Premium State of the Art Skin Care Line that will Restore what was lost and lift away the years.
- "We have been a top selling brand in the United States for a long time, you know that but isn't it great to know that we have grown into a **Top 10 Brand worldwide!** By the way, the TimeWise

Repair is off the charts GOOD! It's expensive to make and therefore to buy but I promise you it is worth every penny!" CEO David Holl

- "The TimeWise Repair line is totally as good as you heard! The entire TimeWise Repair line and I mean every single product in it has earned the Good Housekeeping Seal of Approval!" US President, Darrell Overcash
- TimeWise Repair consists of 5 Products are a stand-alone set. **You do not need any other supplements with this set!** TimeWise Repair has been tested for all skin types, even for oily. However, some people with oily skin may find that it feels heavy to them. If that is the case, they could consider adding the Volu-Firm Serum and the Volu-Firm Eye Renewal Cream to their Combination/Oily Miracle Set. (add by Gloria Corn: They may want to reduce the amount of these products to see if that helps and/or add the Oil Mattifier)
- There is no need for additional moisturizer as it is included in the Day and Night Creams! However, if someone is still feeling dry after using TimeWise Repair for a period of time, they could add either a TimeWise Moisture Renewing Gel Mask, Intense Moisturizing Cream, or TimeWise Night Restore & Recover Complex in Normal/Dry. However, it is not likely that most will need to add anything unless they are just unusually dry.
- **TimeWise Repair already carries the Good Housekeeping Seal of Approval both as a set and as individual products.** Hundreds (700+) of pages of data were supplied to Good Housekeeping Independent Labs, which they had to verify in order for these products to obtain the Seal of Approval. As a side note, once a product gains the Seal of Approval it has to be re-verified periodically to continue to bear the GH Seal of Approval. You may notice in the GH Magazine that very few cosmetics bear the seal! It's a BIG DEAL! Additionally, **the TimeWise Miracle Set was also gained the Good Housekeeping Seal of Approval again!**
- **Volu-Firm Foaming Cleanser \$25**--Contains Sunflower Seed Oil. I suggest applying a small amount of this Cleanser to clean wet hands and then applying to face. It will suds up. **Added by Gloria Corn: Cleansing without stripping moisture. I find it does a great job removing our Waterproof Mascara! Could possibly take the place of Oil Free Makeup Remover?? This is my personal thought. Gloria). Use pea size amount with water as it will suds up. AVERAGE USE UP RATE: 2 MONTHS WHEN USED TWICE A DAY**

Volu-Firm Eye Renewal Cream \$40 is a more advanced firming eye cream that targets deep lines wrinkles and puffiness under eyes. There is a special metal applicator/massager. You can use this product over the entire eyelid as it works on sagginess, under eye bags and crepiness of the eyelids and dark circles and dry skin. You also want to apply it under the eye as well. **It also features a unique liquid crystal delivery system chosen because liquid crystals are structurally similar to the skin barrier, potentially helping skin be more receptive to the product's benefits. The custom applicator is perfectly sculpted to fit the eye shape. The zamac metal tip helps stimulate microcirculation as it gently massages the under eye area to help reduce puffiness.** The special cool metal massages lid and under eye. Be sure to turn to the rounded side of the applicator to massage. Apply 1 squirt to each eye. Eye Cream has oil in it. **Replaces: Firming Eye Cream, Indulge Soothing Eye Gel, TW Eye Revitalizer. Gloria Corn Notes: R & D thinking outside the box with the**

applicator, actually thinking inside the BOXING RING!). The medal ball is: ZAMAC (a combination of Zinc, Aluminum, Magnesium and Copper) This metal is used in a tool called Enswell, sometimes called an Eye Iron, End-swell, Endswell, Stop-swell or No-swell used in the sport of Boxing. It is a small smooth piece of thick metal. It is kept in the ice bucket and is used to cool the area of a bruise or a cut by applying direct pressure to decrease the blood flow to the area. The idea being that the cold will cause capillaries to constrict and reduce the flow of blood to the swelling. AVERAGE USE UP RATE: 2.5 MONTHS WHEN USED TWICE A DAY

- **Volu-firm Day & Night \$50 each**--Both products already have moisturizer in them. The Day Cream has SPF 30 for esthetics and due to thickness of SPF. One pump down is enough for face and neck. **Gloria Corn Notes: Both have a PULL OFF TOP and the seal on the jar is NOT TO BE REMOVED! Also, the jars are acrylic. See details below re how to instruct customers about opening these products. Both in Air Tight containers. One press dispenses correct amount. Both D/N Moisturizers melts into skin and dries to powdery finish and takes the shine off skin. Pull Off lids instead of screw off lids are designed to address those with Arthritis Replaces: Day Solution and Age Fighting Moisturizer, Even Complexion Essence. AVERAGE USE UP RATE: 3 MONTHS WHEN APPLIED ONCE A DAY**
- **TimeWise Repair Volu-Firm Night Treatment with Retinol** will also exfoliate the skin. Therefore, Microdermabrasion adds no extra value and is not necessary to use unless one just needs to feel the exfoliation process. **Replaces: Night Solution, Age Fighting Moisturizer, Even Complexion Essence and Microdermabrasion AVERAGE USE UP RATE: 2 MONTHS WHEN APPLIED ONCE A DAY**
- One of the big keys to the whole program is the Volu-Firm Night Treatment with Retinol night treatments which has encapsulated time released retinol along with the Volu-Firm Complex. **Gloria Corn Notes: The WORK HORSE**

Opening and Dispensing TimeWise Repair™ Products Published 08.03.12 Mary Kay Intouch Don't let the beautifully detailed packaging fool you! It's really easy to get to the fabulous product inside!

Volu-Firm™ Night Treatment with Retinol and Volu-Firm™ Day Cream Sunscreen Broad Spectrum -

Simply pull off the frosted pink cap, place your fingers in the indented areas on top of the jar and PRESS a few times to prime the airless pump. The product will be dispensed into the small receptacle on top. There's no need to twist off the top and dip into the product – it will be delivered right to your fingertips

- **Volu-Firm Lifting Serum \$70--**This is a one-pump application that is used both morning and night following cleanser. In addition to the Volu-Firm Complex is also has the properties of both Serum+C and Night Restore and Recover Complex. Therefore, it **replaces Serum+C & Night Restore & Recover Complex! Gloria Corn Notes: FYI Volu-Firm Serum is in a glass container. Opening and Dispensing TimeWise Repair™ Products** Published 08.03.12 **Mary Kay Intouch** Don't let the beautifully detailed packaging fool you! It's really easy to get to the fabulous product inside!

Volu-Firm™ Lifting Serum

This sleek bottle offers the same easy product delivery. Pull off the cap, PRESS the top to prime the airless pump and dispense the product to your fingertips!

- All of these products should be applied with an upward motion.
- TimeWise Repair is Fragrance Free but does smell good...Gloria Corn Notes: due to botanicals
- As noted above the Eye Cream has oil in it and the Cleanser has Sun Flower Seed Oil in it. All other products in the TimeWise Repair are oil-free
- The Day & Night Cream as well as the Volu-Firm Serum is a pump up air tight system so you get every drop! Each of the above noted products with the pump up system are designed to be a one pump application.
- TimeWise Repair is designed to promote a more even-toned skin. However, Even Complexion Mask and Even Complexion Essence works from a different approach to address spots. These products could be used in addition to TimeWise Repair to address uneven skin in more severe cases.
- Gloria Corn Idea: You could put your customers on an automatic renewal program or you certainly would want to follow-up closely due to the fact that the Day/Night and Lifting Serum has no visible way to determine the amount left. The use up rate of each product is important to remember.

Gloria Corn Notes:

Created for 50+ clients or those with advanced skin damage and/or those who are looking for more state of the art skin care. As we get older we need more advanced products. Scientifically powerful!

TWR is also for:

1. Those on a good skin care regiment but may have stopped seeing results. Ex. If using Miracle set PLUS Microdermabrasion, Serum +C and Firming Eye Cream and still seeing advance signs of aging, it's time to graduate to TimeWise Repair
2. Older target market
3. Those who need more age fighting heavy hitting products for lines, sagging, deeper wrinkles
4. Any Age! Sherry Hanes Notes: Designed for 50+ but for any age particularly when there is a presence of sun damaged skin, smokers, or illness.

Coming in August: new Show & Sell App AND eCatalog

TW Repair is the birth of a new age of beauty

From 9/12 Look Book

TimeWise Repair Volu-Firm Set \$235 value for \$199 when purchased as set

Featuring the Volu-Firm Complex- a perfect union of 3 ingredients so vital to skin recovery that it is in every product formula.

1. A biomimetic peptide that helps support processes critical for skin repair (based on in-vitro testing of key ingredients)
2. A hyaluronic acid booster that helps provide youthful skin volume and lift Sherry Hanes
Notes: **Hyaluronic Acid:** Body naturally produces Hyaluronic Acid but that production slows down over time. The Volu-Firm Complex contains a powerful peptide called "Tripeptide" that is a booster that causes the body to produce more Hyaluronic Acid which helps to provide youthful volume and lift to the skin. Although the most well-known components of the skin matrix are collagen and elastin, Hyaluronic Acid (HA) plays an equally vital role, providing essential cushioning and holding onto moisture that can actually plump skin from within. Hyaluronic Acid (HA) can bind up to 1,000 times its weight in water, which makes it an invaluable skin resource. Think about a how a sponge would plump us and hold moisture as an example.
3. Plant stem cells that help protect the integrity of the skin matrix, the source of skin firmness

Based on an independent 12 weeks clinical study after women used the TimeWise Repair regimen, advanced facial analyzer technology showed: 86% had a decrease in the appearance of average wrinkle length

81% had a decrease in the appearance of average wrinkle width. 91% had less noticeable deep lines and wrinkles. 86% had skin that looked lifted

98% had less under eye puffiness 93% had more even toned skin 93% had a significant improvement in overall appearance

- It will tighten your sagging jaw line!!

Miracle Set Conversion/Integration--While you save \$36 when TimeWise Repair is purchased as a set, you may have some customers who want to integrate it into their regimen as they run out of their TimeWise Miracle Set counterparts. Here is an idea of how that could look:

1. Add in Volu-Firm Eye Renewal Cream (replacing Firming Eye Cream, Eye Revitalizer, & Soothing Eye Gel)

2. Add in Volu-Firm Lifting Serum (replacing Serum+C and Night Restore& Recover Complex)

Order of Application:

Cleanser

Volu-Firm Lifting Serum

Day/Night Solution Miracle Set

Eye Cream (Volu-Firm Eye Renewal Cream)

Moisturizer

Then Integrate:

The Volu-firm Foaming Cleanser when run out of 3-in-1 TW Cleanser.

New Day/Night Cream when running out of Day/Night Solution & Moisturizer in TW Miracle Set.

Selling Tip: Script for contacting existing customers taken from PINK LINK

“ Hi, Susie, this iswith Mary Kay Cosmetics, do you have a minute? Great

Mary Kay has just launched a luxurious high in line skin care program called “TimeWise Repair. The current products you are using are amazing however these products are targeted more for the results you are wanting. I would love to drop by a sample and see what you think. Would you be willing to try it?

Selling Tip: Script for Warm Chatter taken from PINK LINK

I am so excited. Mary Kay has a new product line just released/launched that is on the cutting edge. Women are going to be so excited about this and I’m looking for women to try these new products. Is there any reason why we couldn’t get together to try these new products and you give me your opinion? It would be such an honor for me to give you this opportunity and for me to hear your response.

Analogy of baking a cake and Mary Kay TimeWise Repair Products (by Dir. Gloria Corn)

The exciting news about our TimeWise Repair compared to our TimeWise Ultimate Miracle Set and additional Supplements is like baking a cake from scratch where you need ALL the separate ingredients to achieve the desired results and baking a cake from a box mix which has all the necessary ingredients in it except for a few additional items to achieve the desired results.

Sherry Hanes Skin Care Class Explanation of our now 4 different Skin Care Sets to be used after the opening of the class and before the class close:

Teach Velocity, Botanicals, the TimeWise Miracle Set or TimeWise Repair—can use the Beauty Book or the notes below w/ the Beauty Book. *(Note: If using the notes below, you may want to cut them out and paste each segment to an index card set until you learn what to say.)*

1. There are 5 basic steps that promote healthy skin and that are necessary for good skin hygiene like brushing your teeth would be to your dental hygiene:
 1. Cleanse—You always want to cleanse your face to remove makeup and impurities before going to bed. Your skin does it's repairing at night and old makeup is not a good tool. It has been said that you actually age 13 days for every night you sleep with your make-up on.
 2. Exfoliate—(You may want to show the flip chart page that shows the layers of the skin.) Every 28 days new young skin cells grow upward from the base of the pore and when they are exposed at the skin's surface they die and just simply sit there on the skin's surface clogging your pores. Therefore, it is necessary to use something that is going to exfoliate away those dead skin cells that dull the skin.
 3. Freshen to tone the skin and refine the pores. (**Note: 3-in-1 Cleanser & Velocity Cleanser does 1, 2, & 3!**)
 4. Moisturize to hydrate for soft, smooth skin. Remember I said that your skin did it's repairing while you sleep. The correct moisturizer is an essential tool to aid your skin in its repairing process.
 5. Protect the skin from sun and environmental damage. Examples: If you cut open an apple leaving it on the table, what happens to it? Of course, it turns brown. And if you put lemon juice which is an antioxidant on the apple it preserves it. If you can imagine two homes side by side with wooden decks. One deck is preserved and the other deck is left natural. Which one of those decks do you think will mature faster? Of course the unpreserved one! The same free radicals in the environment whether inside or out that cause the apple to turn brown and age that unprotected deck also age your skin if not protected.

(Have them turn their Beauty Book pages to show Skin Care Sets) Our Skin Care Sets do all 5 of these things!

- **Velocity for pre-teens and teenagers.** When used with 2 FDA Approved Acne Products of Blemish Control Toner & Acne Treatment Gel becomes the Acne-Fighters Set.
- **Botanical Effects for 16-24 year olds and anyone of any age with sensitive skin** which promotes healthy skin without anti-aging benefits.
- **The TimeWise Miracle Set for 25-50** which delivers 6 additional amazing anti-aging benefits in just 4 simple easy steps. *TimeWise products contain a patented complex that is supported with clinical data to deliver amazing results.* We know that if you were seeking these 11 Age-Defying Benefits elsewhere in the marketplace that you would have to add 4 additional products and spend an additional \$75. Our Miracle Set is not only backed by Mary Kay's Satisfaction Guarantee is also backed by Good Housekeeping as it bears the Good Housekeeping Seal of Approval which says that Good Housekeeping's independent labs also verify these 11 Age-Defying Benefits & guarantee the Miracle Set to do what is claimed. Introduce the Day/Night Solution which are key products in the Miracle Set significantly enhance the anti-aging benefits. They deliver our exclusive **Pronewal** treatment for crucial **protection** during the day and boosted **renewal** at night for healthier, younger looking skin. **The Nutribeads in the TimeWise Night Solution are filled with botanicals and peptides that deliver highly effective antioxidants essential for the skin's renewal process and maintains the skin's collagen.** (Note: Pump the Night Solution onto the top of one hand showing them how the pure vitamins and

antioxidants are kept fresh inside the little colored beads until they are crushed by the pump upon application.)

- **Ultimate Miracle Set** adding two amazing products for enhanced benefits to the TimeWise Miracle Set!
 1. **Microdermabrasion** which also helps your skin look younger with just one use by fighting lines and refining pores. So this will bring you instant gratification as 60% of the women in the clinical studies saw difference after using it just once and 80% saw a difference at the end of the first week. You will want to use Step One in the shower as your face must be very wet massaging it gently for 1-2 minutes in a circular motion avoiding the delicate tissue around the eyes and the lips. Step One Refine contains the very same crystals that are used in a Dermatologist Office. Step Two Replenish is the place that Mary Kay is unique in Microdermabrasion as it smoothes, soothes and softens the skin after the refining process. You would apply this step after you have dried your face before your Day or Night Solution. You can use Microdermabrasion 2-3 times each week. I do want to suggest to you that using Microdermabrasion for immediate gratification without using the Basic Steps is like going to the dentist every six months but not brushing your teeth in between.
 2. **Firming Eye Cream**—It is important to note that the delicate tissue around the eye contains no oil glands and less fatty tissue than the rest of your face or body. Additionally the eye muscle is the most exercised muscle of the body blinking 24,000 times daily so it gets lots of wear and tear. The Firming Eye Cream is designed to reduce the lines around your eyes and add firmness around the eye area.
- **TimeWise Repair Volu-Firm Set for 50+ or anyone with prematurely damaged skin**--Go back in time and lift away the years with our Patent Pending Volu-Firm Complex which has already gained the Good Housekeeping Seal of Approval both as a set and individual products! Apply the cleanser with wet hands! Volu-Firm Night Treatment with Retinol and the Volu-Firm Complex in all of this set's products hold the key to this recapturing youth. Included in this set is the Volu-Firm Eye Renewal Cream, which targets deep lines, wrinkles, sagging skin, under-eye bags, puffiness and dark circles. It also targets dry skin and crepiness in the eye area and can be used under the eye as well as on the eye lids. It also features a unique massaging applicator tip that is made of the same metal as an Enswell--"End-Swell" that is used in the boxing ring to reduce the swelling of eye injuries. The Volu-Firm Lifting Serum, Day & Night Cream containers have a pump-up system so you will get the benefit of every drop. The containers are also user friendly.
 - As you will see in your Beauty Book, we have other targeted solutions that address aging concerns from head to toe. I will be happy to answer any questions about any special skin care concerns during our individual consultations.
 - After you have explained about the Sets (which you may limit to include only the particular sets for those in attendance) let them actually try it all on their face.
 - While the face is the best way for them to experience these products, you could have them apply the Microdermabrasion to the top of a hand if time were short.
 - Another option would be to have them leave on their eye make-up on both sides and their make-up as is on one side and just do half their face so they can see and feel the difference in the two sides.
 - Determine their foundation type based on skin type and preference and match both their undertone and shade to get a perfect match!