

Healthy Skin Your Way



- Cleanse, exfoliate, tone and moisturize to maintain clean, healthy skin.
- Designed with combination to oily skin in mind but suitable for all skin types, including sensitive skin.
- Fragrance-free and dermatologist-tested.

UNIQUE SELLING PROPOSITION:

Healthy Skin Your Way

The *Mary Kay*® Skin Care Mattifying Regimen features fundamental products designed with combination to oily skin in mind but is suitable for all skin types. With a mattifying cleanser and moisturizer, plus a universal scrub and toner, these skin care essentials help maintain clean, healthy skin in a few steps. Use them with other *Mary Kay*® products, such as *Mary Kay*® Micellar Water, for a personalized product experience.

***Mary Kay*® Mattifying Cleanser**

Gently prepares skin for the next step in your routine. This oil-mattifying gel cleanser effectively removes impurities and excess oil to help reduce shine. It leaves skin feeling fresh and soft – not tight or dry – and looking mattified.

92% of women agree that *Mary Kay*® Mattifying Cleanser effectively removes excess oil.*

***Mary Kay*® Exfoliating Scrub**

Gently helps polish away dead skin cells and unclog pores to prepare skin to better absorb the next step in your routine. After use, skin looks soft and smooth and feels deeply cleansed. Use two or three times a week.

***Mary Kay*® Balancing Toner**

Gently helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant.

***Mary Kay*® Mattifying Moisturizer**

This fast-absorbing, nongreasy gel-cream moisturizer provides skin with necessary daily hydration morning and night. The lightweight, gentle formula is oil-mattifying, so skin will be left looking beautifully matte.

95% of women agree that *Mary Kay*® Mattifying Moisturizer feels lightweight.*

Order of Application

1. *Mary Kay*® Mattifying Cleanser
2. *Mary Kay*® Exfoliating Scrub (once every other day, two or three times per week)
3. *Mary Kay*® Balancing Toner
4. *Mary Kay*® Mattifying Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

Use-Up Rate

- If using *Mary Kay*® Mattifying Cleanser twice daily, the average use-up rate is four months.
- If using *Mary Kay*® Exfoliating Scrub three times a week, the average use-up rate is three months.
- If using *Mary Kay*® Balancing Toner and *Mary Kay*® Mattifying Moisturizer twice daily, the average use-up rate is three months.

*Results based on an independent third-party consumer study in which at least 99 women used a *Mary Kay*® Skin Care product as directed