

Better Starts NOW.



RYAN ROGERS,
CHIEF INVESTMENT OFFICER,
EXECUTIVE GROUP

"I had just started working at Mary Kay when we launched the *TimeWise® Miracle Set®* 17 years ago. Many were concerned that this new skin care regimen would disrupt the loyal *Classic Basic®* Skin Care customers. But

instead, *TimeWise® Miracle Set®* quickly became our top-selling, most-loved skin care regimen.

Our new ***TimeWise® Miracle Set 3D™*** delivers more results and healthier-looking skin in less time. I'm confident that this new regimen will have the same impact some 18 years from now. And I'm excited that the **Research and Development team** we've assembled is **driving Mary Kay to the forefront of innovation** in the beauty industry.

After all, Mary Kay's brand has been **relevant for more than 50 years**. You create and nurture lasting relationships with your customers every day. Our **vision, business opportunity and powerhouse products keep getting better** with time. When we think about the impact this Company has on women's lives around the world, it's really about extending my grandmother Mary Kay's mission and enriching even more women's lives – that's Mary Kay's legacy."



Mary Kay Ash and Ryan
at Seminar in 1983

A LEGACY OF INNOVATIVE SKIN CARE



1963

The Basic Treatment Set, which includes four skin care products and a foundation, offers a new approach to skin care, along with a new opportunity for women.



1970

The Basic Treatment Set is reformulated and renamed the Basic Skin Care Set.

Best Face FORWARD



\$110
Save \$14 when
you buy the set!

Armed with the latest in skin care science, you've got the power to help your customers put their best faces forward.

TIMEWISE® MIRACLE SET 3D™ WITH AGE MINIMIZE 3D™ COMPLEX

Two formulas: [Normal/Dry](#) and [Combination/Oily](#)

- 4-in-1 Cleanser (4.5 oz.), \$24
 - Day Cream SPF 30 Broad Spectrum Sunscreen* (1.7 oz.), \$32
 - Night Cream (1.7 oz.), \$32
 - Eye Cream (.5 oz.), \$36
- Day Cream, non-SPF, also available (1.7 oz.), \$32

All prices are suggested retail.

DEFY AGING WITH THIS THREE-DIMENSIONAL APPROACH:

DEFENDS

More than **double the antioxidant protection*** for our most powerful free-radical skin regimen defense yet. Moisturizes for 24 hours to help defend skin's balance.

DELAYS

Look of premature skin aging **with broad spectrum UVA/UVB protection** and the Age Minimize 3D™ Complex.

DELIVERS

4 Weeks. Visible improvement of multiple signs of skin aging in just 4 weeks,** including:

Fine lines	Resilience
Smoothness	Wrinkles
Luminosity	Softness
Overall appearance	

4 - 12 WEEKS

The results get even better over time. Improvement in all measured attributes **TRIPLED** from week four to week 12.

A LEGACY OF INNOVATIVE SKIN CARE (CONTINUED)



1980

The Basic Skin Care Set is expanded to include customized formulas.

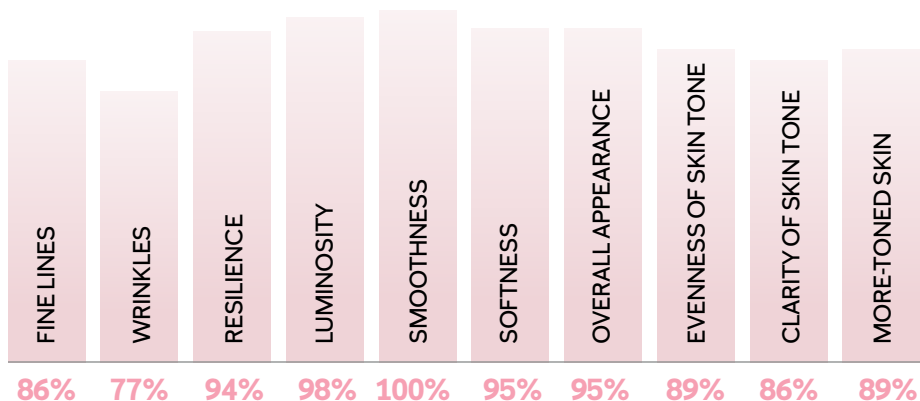


1985

The Cleansing Creams and Skin Fresheners in the Basic Skin Care Set are improved.

After 12 weeks, at least 77% of women improved on *every* attribute measured.**

PERCENTAGES OF WOMEN WHO IMPROVED ON THE LOOK OR FEEL OF:



8 OUT OF 10 WOMEN WERE EXCITED BY WHAT THEY SAW.***

After five weeks, women agreed the regimen exceeded their expectations.***

- Improves overall quality of skin – 89%
- Skin regains a more youthful look – 80%
- Softens the look of expression lines – 75%
- Skin feels considerably more resilient – 79%

*Based on in vitro testing comparing *TimeWise® Miracle Set®* with *TimeWise® Miracle Set 3D™*

**Results based on a 12-week independent clinical study in which 62 women used the *TimeWise® Miracle Set 3D™* twice a day

***Results based on a five-week independent consumer study in which 214 women used the *TimeWise® Miracle Set 3D™* twice a day
†Over-the-counter drug product



CUSTOMERS WITH ROSACEA

A safety clinical study confirmed that *TimeWise® Miracle Set 3D™* is suitable for women with rosacea.†

In a separate clinical study, women with rosacea showed significant improvement of multiple visible signs of skin-aging attributes,** including:

- Fine lines and wrinkles
- Skin resilience
- Overall appearance

†Results based on a two-week independent safety clinical study in which 60 women used *TimeWise® Miracle Set 3D™* twice a day

**Results based on a two-week independent clinical study in which 47 women used the *TimeWise® Miracle Set 3D™* twice a day

Turn the page for powerful details about each product in the set! —————>



1986

The *Mary Kay®* refillable compact is introduced.



1988

The Purifying Bar and Blemish Control Toner are added to the Basic Skin Care Set.

More Features, MORE RESULTS

TimeWise® Miracle Set 3D™ helps defend, delay and deliver when used twice a day, every day.

STEP 1 (MORNING AND NIGHT): ☀️ 🌙

TimeWise® Age Minimize 3D™ 4-in-1 Cleanser, \$24

Achieves four skin-loving benefits: (1) removes complexion-dulling impurities, (2) leaves skin feeling clean, (3) exfoliated and (4) looking brighter. Normal/Dry soothes skin as it cleanses. Combination/Oily removes excess oil without drying.



STEP 2 (NIGHT): 🌙

TimeWise® Age Minimize 3D™ Night Cream, \$32

This moisture-replenishing cream re-energizes skin's natural, youthful glow and helps reduce the look of fine lines and wrinkles. Applied at night, it goes to work while skin is most able to rebuild its reserves. Awake to skin that looks healthier, rested and more radiant. Nongreasy. Moisturizes for 12 hours.



STEP 2 (MORNING): ☀️

TimeWise® Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen,* \$32

This moisture-replenishing cream helps delay visible signs of skin aging. It also provides broad spectrum UVA/UVB protection. It re-energizes skin's natural, youthful glow and helps improve the look of fine lines and wrinkles. And it helps even the look of skin tone. Moisturizes for 12 hours.



STEP 3 (MORNING AND NIGHT): ☀️ 🌙

TimeWise® Age Minimize 3D™ Eye Cream, \$36

Helps improve the appearance of dark circles, undereye puffiness, fine lines and wrinkles. Skin looks firmer as this quick-absorbing cream immediately moisturizes and brightens. Plus, it maintains moisture in the eye area for 12 hours. You'll see overall improvement in your skin's appearance for a more youthful, rested look.



Also available and sold separately: *TimeWise® Age Minimize 3D™ Day Cream*, non-SPF, \$32

TIP! The Eye Cream dispenses easily. A little goes a long way.



TIP! Sell as a set so your customers get maximum benefits and you reap greatest profits. Plus, **your customers can save \$14 when they purchase the set!**

All prices are suggested retail.

*Over-the-counter drug product

A LEGACY OF INNOVATIVE SKIN CARE (CONTINUED)



1991

The masks in the Basic Skin Care Set are updated and include the Moisture Rich Mask, Revitalizing Mask and Clarifying Mask.



2001

The *TimeWise® Miracle Set®* is introduced.

Mary Kay Ash said,
 “ Keep It Simple, Sweetie. ”

TIMEWISE® MIRACLE SET 3D™ VS. TIMEWISE® MIRACLE SET®

From the packaging to the way the products feel and perform, everything is new!



THE WHOLE PACKAGE

- Our goal is to deliver products that are aesthetically pleasing, easy to sell, easy to demonstrate and easy for your customers to use at home. After testing and evaluating hundreds of options, here are the results:
- **Tubes provide a sanitary means** to dispense the formula and **allow for easy, controlled dispensing** at skin care class demonstrations.
- **Flip-top caps offer convenience** to open and close with one hand. Plus, as a single piece, there's no dropping or misplacing a separate cap.
- **Tubes are not fragile or heavy like glass**, which makes transporting easier.
- **Color palette and minimalist design** are **on-trend**.
- **Day and night formulas are easily distinguishable**. Day is pink; night is gray.
- Pink keeps us true to our Mary Kay heritage, while the **sleek design takes us into the future**.

	TIMEWISE® MIRACLE SET 3D™	TIMEWISE® MIRACLE SET®
2x	Provides broad spectrum UV protection and helps improve the visible signs of aging PLUS additional defense against age-accelerating free radicals on skin with more than double the antioxidant power! ¹	Provides broad spectrum UV protection and helps improve the visible signs of aging.
4 VS 12	Clinically shown to provide improvement of visible signs of skin aging in just 4 weeks² PLUS 12-week clinical results ² , clinical imaging analysis results and five-week consumer study results. ³	Clinically shown to provide visible results in 12 weeks.
ANTI-oxidants	Powerful, multifunctional <i>Age Minimize 3D™</i> Complex in every product to help provide multiple antioxidant benefits PLUS help defy the look of skin aging in more ways than one.*	<i>TimeWise®</i> Complex in <i>TimeWise®</i> 3-In-1 Cleanser and <i>TimeWise®</i> Age-Fighting Moisturizer.
EYE area	Three easy steps morning and night that INCLUDE the important eye area .	Three easy steps, morning and night. Eye Cream not included.
SPF	Moisturizer with SPF protection PLUS multiple age-defying benefits in one product used during the day.	Moisturizer and additional product for SPF protection during the day.
AGE-defying	Moisturizer with replenishing benefits PLUS multiple age-defying benefits in one product used at night.	Moisturizer and additional product for replenishing benefits during the night.

¹Based on in vitro testing comparing *TimeWise®* Miracle Set® with *TimeWise®* Miracle Set 3D™. ²Results based on a 12-week independent clinical study in which 62 women used the *TimeWise®* Miracle Set 3D™ twice a day. ³Results based on a five-week independent consumer study in which 214 women used the *TimeWise®* Miracle Set 3D™ twice a day. *Based on in vitro testing of key ingredients



2002

The *TimeWise®* 3-In-1 Cleansing Bar is introduced.



2004

TimeWise® Age-Fighting Eye Cream launches and becomes the first *TimeWise®* skin care product of many to offer targeted age-fighting benefits. New *TimeWise®* formulas are introduced for normal-to-dry skin and combination-to-oily skin.

Be the EXPERT.

GOT QUESTIONS?

We've got answers to common questions your customers may ask.

IS *TIMEWISE*® *MIRACLE SET 3D*™ FRAGRANCE-FREE? OIL-FREE?

Yes. All of the products in the set are fragrance- and oil-free.

IF PRODUCTS ARE FRAGRANCE-FREE, WHY DO I DETECT A SCENT?

No fragrance is added, but some people may detect a slight, fresh scent that's inherent to a few ingredients. Each formula is clinically tested for skin irritancy and allergy.

IS *TIMEWISE*® *MIRACLE SET 3D*™ SUITABLE FOR ALL SKIN TYPES? EVEN SENSITIVE SKIN?

Yes. It is developed to provide choices in Normal/Dry and Combination/Oily formulas. The *Age Minimize 3D*™ Eye Cream is suitable for use on all skin types. All products are suitable for sensitive skin as well as for those with rosacea.

IS *TIMEWISE*® *MIRACLE SET 3D*™ PARABEN-FREE?

Yes. All products in the set are paraben-free.

WHAT ARE THE *AGE MINIMIZE 3D*™ 4-IN-1 CLEANSER BEADS MADE FROM?

One type is made with plant-derived waxes, the other with polysaccharides. Both are safe and natural solutions well-suited for use in exfoliating skin care formulas such as cleansers. The beads are biodegradable and safe for the environment.

ARE THE DAY AND NIGHT CREAMS MOISTURIZERS?

Yes. While it is a name change from the *TimeWise*® Age-Fighting Moisturizer, both products provide moisturizing benefits for 12 hours.



NEW! *TIMEWISE*® *MIRACLE SET 3D*™ *THE GO SET*™, \$25

- TRAVEL-SIZED! On Section 1. Available in Normal/Dry and Combination/Oily.
- 4-in-1 Cleanser: .5 oz.
- Day Cream SPF 30 Broad Spectrum Sunscreen:* .3 oz.
- Night Cream: .3 oz.
- Eye Cream: .1 oz.

PLUS! *TIMEWISE*® *MIRACLE SET 3D*™ SAMPLE SET, \$3

On Section 2. Three complete regimens per sheet. Available in Normal/Dry and Combination/Oily.

*Over-the-counter drug product
All prices are suggested retail.



THREE STEPS, TWICE A DAY



MORNING

Age Minimize 3D™ 4-in-1 Cleanser
Age Minimize 3D™ **Day Cream SPF 30**
Broad Spectrum Sunscreen
Age Minimize 3D™ Eye Cream



NIGHT

Age Minimize 3D™ 4-in-1 Cleanser
Age Minimize 3D™ **Night Cream**
Age Minimize 3D™ Eye Cream

How Miracles Are MADE

Five years of research ... 5,000 women tested ... 150 ingredients evaluated ... 200 clinical and safety studies performed

20%

WHY TIMEWISE® MIRACLE SET 3D™?

Did you know that only 20 percent of visible skin aging comes from the natural aging process? The rest comes from environmental and lifestyle triggers that age us as we're out living life: UV rays, stress, sleep loss, smoking, poor diet, air pollution.



**THE
POWER
TO DEFY**
DR. LUCY GILDEA,
MARY KAY CHIEF
SCIENTIFIC
OFFICER
"TimeWise®"

Miracle Set 3D™ reflects years of research on the latest ingredient innovations and an understanding of how today's environment impacts the look of skin aging. It's been known that free radicals contribute to the look of premature skin aging, but recently, scientists have discovered the actual triggers that cause free radicals.

More than just UV rays, other environmental stressors, such as car exhaust, air pollution, stress and lack of sleep can lead to the production of free radicals. Antioxidants help defend against free radicals. Since you can't avoid environmental triggers completely, **TimeWise® Miracle Set 3D™** uses the latest skin science to provide powerful antioxidant protection as well as visible results to help you defy the look of aging."

WHAT IS AGE MINIMIZE 3D™ COMPLEX?

An exclusive, patent-pending complex with ingredients from nature and science to neutralize free radicals and counteract the effects of environmental damage – past, present and future. This includes:



An age-defying peptide that provides the building blocks for a lifetime of beautiful skin. It is made up of four amino acids that work together with skin's natural collagen and elastin to contribute to younger-looking skin.



Encapsulated resveratrol, an exciting new ingredient that helps counteract free radicals and promotes even skin tone.



Dual-benefit vitamin B3, a well-known brightening super-power that works double duty to target the look of uneven skin tone by working as an antioxidant.



WE'RE SERIOUS ABOUT SKIN CARE.

You can be confident knowing there's a driving force of science and skill behind this skin care launch. The Mary Kay **Research and Development team** has more than 155 years' experience, holding Ph.D.s and master's degrees across scientific disciplines.

- More than **1,400 patents** reflect our breakthrough innovations.
- **Millions of research dollars** each year and more than **500,000 tests conducted** ensure that *Mary Kay®* products can be trusted to deliver on every promise we make.
- **We partner with leading universities** and external laboratories to understand the latest discoveries and validate the results of our products.
- We create multiple **formulas that achieve a balance of amazing texture, visual appeal and high quality.**

YOUR FUTURE FACE *Will LOVE You!*

NEW! TIMEWISE® MIRACLE SET 3D™, \$110

PRODUCTS ALSO SOLD SEPARATELY

TimeWise® Age Minimize 3D™
4-in-1 Cleanser, \$24

TimeWise® Age Minimize 3D™
Day Cream SPF 30 Broad
Spectrum Sunscreen,* \$32

TimeWise® Age Minimize 3D™
Night Cream, \$32

TimeWise® Age Minimize 3D™
Eye Cream, \$36



\$110

Save \$14 when
you buy the set!

Contact me, your Mary Kay Independent Beauty Consultant, to try this revolutionary new skin care regimen and experience the results yourself.

*Over-the-counter drug product

All prices are suggested retail.

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Beautiful Skin **FOR ALL**

Every woman deserves to be comfortable in her own skin. When you find new faces and introduce them to *Mary Kay*® skin care, you empower others to feel confident, connected and beautiful. Every regimen delivers on the highest standards of quality and innovation.



TIMEWISE® MIRACLE SET 3D™, \$110

Suits your broadest range of customers – those who are experiencing early-to-moderate signs of aging.

Price is suggested retail.

YOUR CUSTOMER:

- Loves the current *TimeWise*® *Miracle Set*®.
- Wants to be proactive and maintain her youthful appearance by defending against the environmental and lifestyle factors that can lead to visible signs of premature skin aging.
- Notices early signs of skin aging and wants a simple three-step routine to help delay the visible progression and look younger longer.
- Experiences early-to-moderate signs of skin aging and wants to feel confident that investing time in caring for her skin will deliver visible improvement of multiple attributes of younger-looking skin in as soon as four weeks.
- Feels that most age-defying skin care is too harsh. *TimeWise*® *Miracle Set 3D*™ was tested on and shown to be suitable for those with sensitive skin.
- Hasn't shown interest in skin care before.
- Has rosacea and wants age-defying benefits suitable for her skin.

↗ **NEW FACES** *take you* **PLACES** ↘

TAKE THE CHALLENGE!

JULY 1, 2017 – JUNE 30, 2018

MAY 1 – 31: BELIEVE CHARM

YOU EARN: Each month, an exclusive designer charm bracelet featuring a new power word.

WHEN YOU: Place a cumulative \$600+ wholesale Section 1 order in a month. Complete details on *Mary Kay InTouch*®.





***Script idea!** Phone call, text or email. Start with, "Hi, [name]! It's [name], your Mary Kay Independent Beauty Consultant. I was just wondering ... Do you believe in miracles? Well, I do, and one is finally here: Mary Kay's new TimeWise® Miracle Set 3D™. It uses the latest skin science to help you look younger longer. I'm SO excited to share it with you. Are you available on [Day] at [Time]? I'd love for you to be one of the first to try this skin care miracle!"*



TIMEWISE REPAIR® VOLU-FIRM® SET, \$205

For your customers with advanced signs of aging.

BOTANICAL EFFECTS® SKIN CARE, \$58

Perfect for your customers who are new to skin care and are not yet concerned about the signs of aging.



CLEAR PROOF® ACNE SYSTEM, \$45

A clear choice for those with acne-prone skin.



It's **wedding season!** Reach out to **brides-to-be** and help them **look their very best** with the **perfect skin care regimen!**



FATHER'S DAY IS JUNE 17!

MKMen® Skin Care Regimen, \$80 – Makes a great gift!

Set includes **MKMen®**:

- Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*
- Daily Facial Wash
- Shave Foam
- Advanced Eye Cream

*Over-the-counter drug product
Brush not included

All prices are suggested retail.

That's What SHE SAID.



Straight talk on the new *TimeWise®* *Miracle Set 3D™* from four TOP Mary Kay Independent Sales Directors!



DELLA GODFREY **INDEPENDENT SENIOR SALES DIRECTOR,** DENHAM SPRINGS, LA.

INITIAL REACTIONS: I was surprised to learn it's been nearly 18 years since the current *TimeWise®* *Miracle Set®* launched. I'm excited to share the **science** and **enhanced formulations**

behind *TimeWise®* *Miracle Set 3D™*. Tests show **more benefits and healthier-looking skin in less time**, and the **Eye Cream** is the icing on the cake!

POTENTIAL BUSINESS IMPACT: Almost 18 years ago, I took the then newly launched *TimeWise®* *Miracle Set®* to the hospital when I had my daughter, Stephanie. Now, Stephanie will soon sign her Independent Beauty Consultant Agreement. She can be confident knowing she is offering the **latest, most advanced Mary Kay® products** to her customers. My youngest daughter, Isabella, 11, is next!

HOW SHE WILL SELL: I will **try it** first to experience the differences and use the **education and videos** available to build my knowledge and confidence in selling. Next, I'll **go out and find faces** – via referrals at parties, asking my existing customers and their friends to give me their opinions, sharing my new faces goal with others and building new relationships.

"We asked a group of **Independent Sales Directors** to try the **new TimeWise®** *Miracle Set 3D™* along with the original *TimeWise®* *Miracle Set®* and share their preferences. The results were outstanding! **75 percent significantly preferred the new regimen.** For standard testing purposes, the significant preference of a new product over a well-loved product **occurs less than 2 percent of the time!**"

— DR. LUCY GILDEA, MARY KAY CHIEF SCIENTIFIC OFFICER





LESLIE MCKINNEY-SMITH
INDEPENDENT SENIOR SALES
DIRECTOR, DACULA, GA.

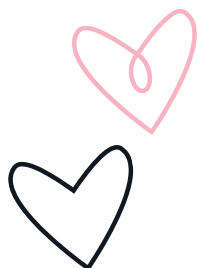
HOW SHE WILL SELL: I'll ask my **top 50 customers for their feedback**. I'll slot them into one of seven skin care classes I'll hold over a 10-day period. I'll also give them

an **incentive to purchase the set** and invite one or two of my unit members to each class. Doing so helps me give my customers Golden Rule service and allows me to coach my team.

For my other customers as well as new faces, I'll create Mary Kay "swag bags"—6-x 9-inch organza drawstring bags (I like pink ones. I purchase 100 at a time online) and fill with two *TimeWise® Miracle Set 3D™* samples, three lip color samples and two fragrance samples.

I'll include a thank-you note, my *Mary Kay®* business card and individually wrapped candy. I'll call my customers and ask if they have **15 minutes for me to drop off a bag and share exciting details on the new skin care**. (I want face-to-face time, so I don't leave it at the doorstep.)

I actually prefer to share at her workplace because she may have interested co-workers who are without a Mary Kay Independent Beauty Consultant. If so, I'll bring bags for them. My **customer typically introduces me to her friends**, who become my potential customers. I get their names and numbers and follow up to schedule a party or facial. It's a great way to warm-chat, build relationships and find new faces.



BRENDA STAFFORD INDEPENDENT
SENIOR SALES DIRECTOR, MOUNT
VERNON, OHIO

INITIAL REACTIONS: This new launch helps us **stay competitive** and offer the most advanced skin care. **The Company invested its resources and years of research** to develop the

most advanced, highest-quality products. I think my customers will love it because it's simple and offers optimal benefits. And I like the packaging – it's simple and classic.

POTENTIAL BUSINESS IMPACT: I believe most women can **benefit from using an eye cream, and this set includes one**, which makes it even more of a value. Change can be emotional, and I want to be **proactive and transparent** with my current skin care customers who already love Mary Kay. As a 30-year veteran, I know change is positive. I'll share that this formula is advanced with improved ingredients and that I'm **positive they'll love it even more**.

HOW SHE WILL SELL: I have roughly 300 customers. I want to have **face-to-face time with my current *TimeWise® Miracle Set®* and *Botanical Effects®* customers** who can benefit from this new regimen. I love that I can provide personal service and advise them on what's right for their skin.



BRANDY RICHWINE INDEPENDENT
FUTURE EXECUTIVE SENIOR SALES
DIRECTOR, LEE'S SUMMIT, MO.

INITIAL REACTIONS: Timing is great! This can help us capture the **No. 1 spot in combined skin care and color cosmetics** in the U.S. It can help re-energize our Mary Kay businesses and gives us an exciting reason to find new faces.

HOW SHE WILL SELL: To build excitement, I'll invite my existing customers to a fun event so they can try it and give their opinions. This gives us a great reason to reach out to new and existing customers with the most advanced skin care around. ♥