Skin Care Part I
Welcome to the Skin Care Part I Workshop.

Do you know what Mary Kay said when she was asked, “What would you say would be a key factor to be a good salesman?”

It was, “Confidence. Knowing [her] product from A to Z… she must have adequate knowledge of her product and really know what she is doing… The second thing is that she has to believe that she can do it. She has to have confidence, and this is one of the things that we try hard to instill in our people, a “You Can Do It” attitude.”

We admire you taking time out to further your product education so that you can be the best Independent Beauty Consultant that you can be!

You are here to learn and boost your selling confidence to help you grow your business.
Let’s look at the objectives for this workshop. Upon completion, you will be able to:

• Recommend the appropriate product line for your customers’ needs
• Share characteristics of each Mary Kay® product line
  – Benefits and ingredients found in Mary Kay® products
  – Marketplace need driving the line’s existence
  – Target customer
In today’s workshop, we will talk about:
• The five steps to good skin care.
• The importance of customized skin care.
• And, the characteristics of each of the Mary Kay® product lines. You will learn about the benefits and ingredients found in the products, the marketplace need for the line’s existence, and who the target customer is.
If you have taken the Skin Knowledge Workshop, you learned about the five steps to good skin care. If not, you may already be familiar with the five steps.

They are: Cleanse, Exfoliate, Freshen, Moisturize and Protect.

It takes more than one product to achieve beautiful skin. As part of a daily skin care regimen, the five steps work together to reinforce the benefits of one another. They work with skin to keep it looking healthy and vibrant!
As you begin to get to know your customers, you will learn that everyone’s skin type is different. This is why customized skin care is so important. Using skin care products that are designed specifically for a person’s skin type is just what skin needs to look its best!

As you may already know, as a consumer yourself, there are many options in the marketplace today when it comes to which skin care products to use.

It is important to ask questions to get to know your customer’s skin type and beauty preferences before making a skin care recommendation.
You can offer several lines of Mary Kay® customized skin care, all of which achieve the five essential steps. You will first learn about the following product lines today:

• TimeWise® Skin Care
• Classic Basic Skin Care
• Velocity® Skin Care
Then, you will learn about other skin care options that can also meet the needs of your customers.

• **MKMen®**
• **Mary Kay® Facial Cleansing Cloths**
Mary Kay created the TimeWise® product line to meet consumer demand for anti-aging products that help reduce the visible signs of aging. The demand for anti-aging cosmetics is at an all-time high!

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

It comes in two formulas to meet the needs of normal-to-dry or combination-to-oily skin. You’ll notice that the swoosh on the package and the beads in the products are color-coded to make it easier to identify the products. Pink is for normal-to-dry skin, lavender is for combination-to-oily skin, and platinum is for all skin types.
The products that make up the TimeWise® Skin Care line are:

• *TimeWise® 3-in-1 Cleanser* – a normal-to-dry formula or a combination-to-oily formula.

• The cleansing beads from the 3-in-1 Cleanser remove dead skin cells through exfoliation.
The TimeWise® 3-in-1 Cleansing Bar is another cleansing option within the TimeWise® product line. It’s ideal for customers who want the benefits of TimeWise® skin care, but in a lathering bar. The soap dish is great for home or travel, too!
• **TimeWise® Age-Fighting Moisturizer** – also available in a normal-to-dry formula or a combination-to-oily formula.

• **A dream humectant blend in TimeWise® Moisturizer keeps the skin moist.** A humectant is an ingredient that helps skin retain moisture.

• **There is also TimeWise® Moisturizer Sunscreen SPF 15 for those who want a moisturizer that protects from UVA/UVB rays.**

The TimeWise® 3-in-1 Cleanser and TimeWise® Age-Fighting Moisturizer contain a patented complex that reduces fine lines and wrinkles by accelerating the skin’s natural renewal process.
TimeWise® Skin Care

*TimeWise® Day Solution Sunscreen SPF 25*

- Calming peptides help relax expression lines
- UVA and UVB sunscreens help protect skin from sun damage

*TimeWise® Day Solution Sunscreen SPF 25 contains calming peptides to help relax expression lines, while UVA and UVB sunscreens help protect the skin from sun damage.*
TimeWise® Skin Care

TimeWise® Night Solution

- Vitamins and antioxidants, combined with collagen-enhancing peptides, help fade away deep lines and wrinkles.

_TimeWise® Night Solution contains vitamins and antioxidants, combined with collagen-enhancing peptides, that help fade away deep lines and wrinkles. Nutribeads® microcapsules are even more vitamin-packed into this powerful product!_
All products are designed to work together to help maximize the anti-aging benefits!
Because they work together to maximize the anti-aging benefits, be sure to tell your customers about the Miracle Set.

At the heart of the TimeWise® product line, this premium collection of age-fighting products work together to deliver younger-looking skin with fewer lines and wrinkles, improved suppleness and more even skin tone.
Your customers will love what they see! Consider sharing these amazing results with them!

As seen by a dermatologist 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.
Target Customer

- Customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.
- Younger customers who want to prevent the signs of aging from occurring.
- Customers who want a skin care program that is customized for their skin type – normal to dry or combination to oily.

Who are your target customers for TimeWise® skin care products?

- As you may have already guessed, customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.
- Younger customers who want to prevent the signs of aging from occurring.
- Customers who want a skin care program that is customized for their skin type – normal to dry or combination to oily.

The information you’ve learned today about TimeWise® products can be found in your Product Guide and the fact sheets available on InTouch. There is even great information on the packaging of each TimeWise® product. Be sure to reference those as you begin to introduce your customers to this amazing product line.
Introducing the Classic Basic Skin Care line! This is the most-recent generation of the original five-step skin care program designed by Mary Kay herself.

This is another unique collection of products that allows you to create the perfect skin care program for your customers based on their skin type.

There are three formulas to meet the needs of dry, normal, combination, as well as oily skin! Each contains a:

• Cleanser
• Mask
• Freshener
• Moisturizer
Your customers can choose from a variety of Classic Basic cleansers to customize their skin care routine.

For customers with dry skin, you may want to recommend the Gentle Cleansing Cream Formula 1.

Creamy Cleanser Formula 2 is for normal and combination skin.

Deep Cleanser Formula 3 is for oily skin.
Using a mask, once or twice a week, removes remaining impurities and can provide additional skin benefits by helping skin regenerate and renew itself. It also provides gentle exfoliation, so skin feels smoother, pores are more refined and a healthy-looking radiance is restored.

For customers who have dry skin, you might suggest using the Moisture Rich Mask Formula 1.

The Revitalizing Mask Formula 2 is great for combination and oily skin.

For any customer with blemish-prone skin, you may want to suggest they use Clarifying Mask Formula 3 rather than the other masks because it does not contain scrubbing grains that can irritate blemishes.
For customers who love the cooling feeling of applying a freshener to the skin, there are two great Classic Basic products you can offer your customers.

The Hydrating Freshener Formula 1 is best for dry skin.

The Purifying Freshener Formula 2 is best for normal, combination and oily skin.
Moisturizing leaves skin feeling soft and supple. It helps achieve and maintain well-balanced skin. There are three Classic Basic products you can offer your customers as part of their customized daily skin care routine.

For those with dry skin, there is the Enriched Moisturizer Formula 1.

The Balancing Moisturizer Formula 2 is best for normal and combination skin.

The Oil Control Lotion Formula 3 is great for those with oily skin.
Classic Basic Skin Care

**Target Customer**

- Ideal for customers who want a skin care program customized for their skin type, and are not yet concerned with the signs of aging.

Classic Basic products allow you to create the perfect skin care program for your customers who want a skin care program customized for their skin type, and are not yet concerned with the signs of aging.

If your customers begin a skin care regimen with the TimeWise® product line, and like the feel of a freshener or enjoy the pampering of a luxury mask, you can select one of the Classic Basic products (freshener and/or mask) designed for their skin type.

Don't forget, the information you've learned today about this line, can be found in your Product Guide and the fact sheets available on InTouch. Be sure to reference those as you begin to introduce your customers to this “classic” collection of products!
Introducing Velocity® Skin Care!

Although anyone with dry to oily skin can use Velocity® products, they were created with the younger skin in mind, which can sometimes tend to be oily and blemish-prone.
Velocity® Skin Care

- Velocity® Facial Cleanser cleanses, exfoliates and freshens in one step
- Velocity® Lightweight Moisturizer works fast to smooth and soften
- Both feature the light and fruity scent of the Velocity® fragrance

*The Velocity® Facial Cleanser cleanses, exfoliates and freshens in one step!*

*The Velocity® Lightweight Moisturizer works fast to smooth and soften!*

*Both feature the light and fruity scent of the Velocity® fragrance!*
Who are your target customers for Velocity® products?

• Customers of all skin types, who may want a time-saving approach to skin care.
• Younger customers and teens with oily or blemish-prone skin.

Younger skin tends to be more oily and blemish-prone. The cleanser contains propylene glycol, which is a humectant that helps reduce moisture loss and condition skin. Additionally, the moisturizer contains oil-absorbing ingredients that help control excess oil.

For more information regarding Velocity® products, refer to your Product Guide and the fact sheets available on InTouch. There is even great information on the packaging of each Velocity® product!
Before we conclude the Skin Care Part I Product Knowledge Workshop, there is another cleansing option that is available to your customers.

Mary Kay® Facial Cleansing Cloths cleanse, exfoliate and tone in one easy step.

The exclusive, botanical-enriched formula gently removes dirt, oil and makeup, leaving skin feeling clean and soft.

And they are formulated for dry to oily skin types.

Mary Kay® Facial Cleansing Cloths are perfect for carrying in a bag, briefcase or tote to use whenever you want a fresh face. Just a little water releases the rich lather.
The MKMen® product line features targeted products designed to combat the signs of aging and improve the look and feel of a man’s skin!

Did you know that, globally, men have become increasingly concerned with their appearance? Anti-aging grooming products are purchased by men of all ages and occupations! You’ll also be excited to know that men’s grooming sales are up sharply. This is according to Datamonitor, a leading global market research firm.
MKMen® Skin Care

• MKMen® Face Bar begins the process to help reduce the visible signs of aging and restore the look of younger skin.

• MKMen® Moisturizer Sunscreen SPF 25 provides UVA and UVB protection to help shield skin from the harmful rays that may cause premature aging of skin.

MKMen® Skin Care includes:

• MKMen® Face Bar begins the process to help reduce the visible signs of aging and restore the look of younger skin.

• MKMen® Moisturizer Sunscreen SPF 25 is the key, anti-aging product for men’s skin care. It provides UVA and UVB protection to help shield skin from the harmful rays that may cause premature aging of skin.
MKMen® Skin Care

When MKMen® Face Bar and MKMen® Moisturizer Sunscreen SPF 25 are used together:

- Reduces the appearance of fine lines and wrinkles
- Restores the look of younger skin
- Leaves skin feeling smooth and soft
- Leaves skin looking healthy

When MKMen® Face Bar and MKMen® Moisturizer Sunscreen SPF 25 are used together, the results are amazing!

- Reduces the appearance of fine lines and wrinkles
- Restores the look of younger skin
- Leaves skin feeling smooth and soft
- Leaves skin looking healthy

Be sure to use what you’ve learned today, as you share the products with them. Also, you can refer to your Product Guide, facts sheets and the product’s packaging for more information.
The most effective learning occurs when you put into practice what you’ve learned.

Try at least one of the product lines you learned about today if you haven’t already. That way, you can share the benefits with your customers first hand.

Call and share information about any one product line with at least five people you know.
Remember Mary Kay’s words: “We have a quality product – one that we can sell with complete honesty and integrity. You can be assured that the product you sell to your customers is at the top of the state of the art of the cosmetics industry.”

With this in mind, use the information you learned today to serve your customers in the very best possible way.