

Phaseouts

Pending inventory availability, products phasing out will move to While Supplies Last on May 16, 2025.

PRODUCT	REASON FOR PHASEOUT/PRODUCT RECOMMENDATIONS
SECTION 1	
<p>Endless Performance® Crème-to-Powder Foundation</p> 	<p>At Leadership Conference 2025, Dr. Lucy Gildea shared that there would be upcoming Flawless Face and Color category changes. The Flawless Face category is the first to be impacted with the phaseout of <i>Endless Performance® Crème-to-Powder Foundation</i>. There will not be a replacement for this product. Many factors go into these decisions that align with the overall goal of prioritizing products that can more positively impact your business. We understand that sometimes these decisions can be disappointing. Please know that we will continue to work to help you manage these transitions and recommend alternatives where possible.</p> <p>The recommendation is to use <i>TimeWise® Matte 3D Foundation</i> in conjunction with <i>Mary Kay® Silky Setting Powder</i> or <i>Mary Kay® Translucent Loose Powder</i>.</p>
<p>MKMen® Regimen</p>	<p>Keeping up to date with a modern man's lifestyle where less is more, an opportunity arose to upgrade to a new MKMen® Regimen and offer a consolidated, three-step regimen.</p>
<p>MKMen® Daily Facial Wash</p>	<p>NEW! MKMen® Daily Facial Wash</p>
<p>MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*</p>	<p>For a moisturizer, the recommendation is to use new <i>MKMen® Ultimate Moisturizer</i> in the morning and evening. For sun protection, the recommendation is to use <i>Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30*</i> after applying new <i>MKMen® Ultimate Moisturizer</i>.</p>
<p>MKMen® Cooling After-Shave Gel</p>	<p>The new <i>MKMen® Moisturizing Shave Cream</i> and the new <i>MKMen® Ultimate Moisturizer</i> provide some of the same soothing and hydrating benefits you and your customers liked about the <i>MKMen® Cooling After-Shave Gel</i>.</p>
<p>TimeWise® 3-in-1 Cleansing Bar (with soap dish)</p>	<p>The <i>TimeWise® 3-in-1 Cleansing Bar</i> will be completely phased out due to low performance. As an alternative, you may recommend <i>TimeWise® 4-in-1 Cleanser</i> for an age-defying option. <i>Mary Kay® Hydrating Cleanser</i> is recommended for those looking for a sensitive skin option.</p>

*Over-the-counter drug product