# MARY KAY

## Cleanse. Refresh. Exfoliate. Brighten.



- The multitasking first step in the *TimeWise*<sup>®</sup> *Miracle* Set<sup>®</sup> regimen.
- Prepares skin for the benefits of your next skin care step.
- Features our extensively researched and patented *TimeWise 3D*<sup>®</sup> Complex.

### *TimeWise 3D*<sup>®</sup> Complex

Scientifically proven and extensively researched for its efficacy, our patented *TimeWise 3D*<sup>®</sup> Complex powers each of the *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> products with **three critical dimensions of skin support.** Think of it as the "ABCs" for skin.

- 1. Antioxidants provide advanced environmental protection\* against skin-damaging free radicals caused by sun and pollution, and they reduce\* free radicals caused by blue light by 29%.
- 2. Brightening targets and helps promote a more even skin tone.\*
- 3. Collagen helps support\* skin's natural collagen and elastin.

<sup>\*</sup>Based on in vitro studies

#### **UNIQUE SELLING PROPOSITION:**

Cleanse. Refresh. Exfoliate. Brighten.

This multibenefit formula gently cleanses away complexion-dulling impurities, makeup and the stress of the day. Skin immediately feels clean and conditioned. With no residue left behind, skin's texture is improved and feels renewed. This effective cleanser includes the *TimeWise 3D*® Complex. Available in Normal/Dry formula to pamper skin as it cleanses without drying or Combination/Oily formula to remove excess oil for skin that is more balanced. With twice-daily use, this multitasking cleanser:

- 1. Cleanses Thoroughly cleanse skin.
- 2. Refreshes Immediately refreshes skin.
- 3. Exfoliates Gently exfoliates. Collagen helps support\* skin's natural collagen and elastin.
- 4. Brightens Leaves skin looking brighter.

#### **Order of Application**

**Morning** 

TimeWise® 4-in-1 Cleanser

TimeWise® Antioxidant Moisturizer

*TimeWise* Daytime Defender Sunscreen Broad Spectrum SPF 30<sup>†</sup>

**Evening** 

TimeWise<sup>®</sup> 4-in-1 Cleanser
TimeWise<sup>®</sup> Nighttime Recovery
TimeWise<sup>®</sup> Antioxidant Moisturizer

NOTE: Products are applied from the thinnest formula to the thickest formula.

#### Formula Attributes

- Oil- and fragrance-free.
- Dermatologist-tested.
- Tested for skin irritancy and allergy.
- Non-comedogenic.
- Suitable for sensitive skin.

#### **Use-Up Rate**

Time will vary depending on individual usage.

• About 2 months when used twice a day based on a dime-sized dollop each use.

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<sup>&</sup>lt;sup>†</sup>Over-the-counter drug product