



## TimeWise Repair™ Regimen

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# What's The Story Behind The TimeWise Repair™ Regimen?

- What is the regimen Power Statement?
- What are the regimen benefits?
- What results did women see?
- Who is the customer?
- What are the individual product benefits?

**Introducing TimeWise Repair™.**  
**Extensive Research.**  
**Innovative Ingredients.**  
**Comprehensive Testing.**



## **What is the Power Statement for TimeWise Repair™?**

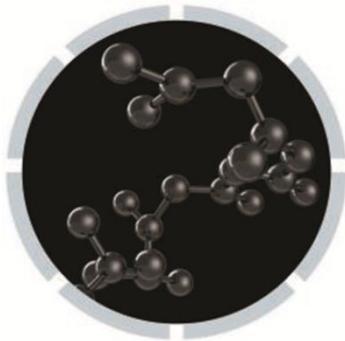
Reduce the look of deep lines and wrinkles.  
Restore the appearance of lifted contours.  
Recapture youthful volume.

Go back in time.  
And lift away the years.

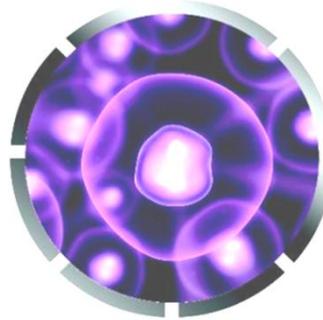
## What are the benefits of the TimeWise Repair™ regimen?

- The look of deep lines and wrinkles is reduced
- Lifted facial contours appear restored
- Youthful volume is recaptured
- Even skin tone is revealed
- Vital moisture is replenished
- Youthful vitality is reawakened
- Suitable for all skin tones

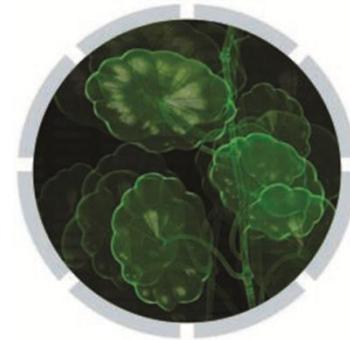
# The Volu-Firm<sup>™</sup> Complex is the Catalyst Behind TimeWise Repair<sup>™</sup>



Tripeptide 1



Skin Volume-Supporting Peptide



Plant Stem Cells

# The TimeWise Repair™ Regimen Delivered These Results!

An independent skin measurement expert saw these significant changes\* after women used the TimeWise Repair™ regimen:

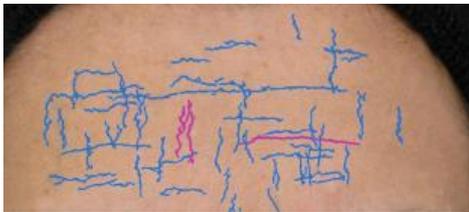
- 91% had less noticeable deep lines and wrinkles
- 86% had skin that looked lifted
- 98% had less under-eye puffiness
- 93% had skin that looked more even toned
- 93% had a significant improvement in overall appearance

\* Results reflect the percentage of women who showed improvement during a 12-week independent clinical study

# Results you can see!

After using the TimeWise Repair™ regimen+, there was a noticeable decrease in the look of deep wrinkles (shown in purple) and fine lines (shown in blue) across the forehead.

**Forehead before**



**Forehead after**



+ Average results shown after a 12-week independent clinical study

## Who is the customer for TimeWise Repair™?

- A woman who is already experiencing the advanced signs of aging
- A woman who wants to be among the first to experience the latest and greatest in skin care advancements
- A woman who would like to go above and beyond what her skin may need right now

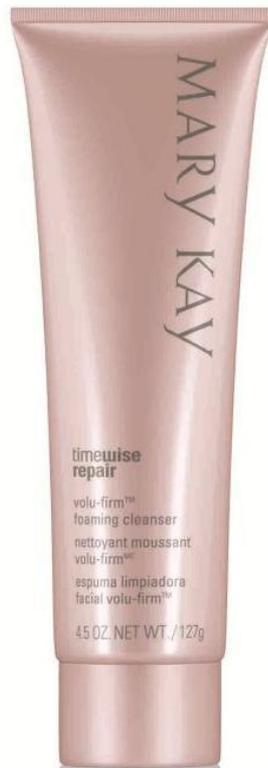
# The TimeWise Repair™ Regimen



- Volu-Firm™ Foaming Cleanser
- Volu-Firm™ Lifting Serum
- Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30\*
- Volu-Firm™ Night Treatment with Retinol
- Volu-Firm™ Eye Renewal Cream

\* Over-the-counter drug product

# What are the key benefits of Volu-Firm™ Foaming Cleanser?



- Maintains moisture balance
- Renews skin radiance
- Promotes a feeling of suppleness
- Leaves skin feeling pampered
- Contains the benefits of the Volu-Firm™ Complex

# Women Love Volu-Firm™ Foaming Cleanser!

After 1-week of using Volu-Firm™ Foaming Cleanser, a majority of women+ agreed that it:

- Maintains moisture balance: 86%
- Renews skin's radiance: 87%
- Skin feels supple: 89%
- Leaves skin feeling pampered: 90%

+ Results reflect the percentage of women who agreed with the statements during a 1-week independent consumer study.

# What are the key benefits of Volu-Firm™ Lifting Serum?



- Visibly helps firm and lift skin
- Targets skin resilience
- Restores the look of youthful volume and vibrancy
- Restores skin suppleness
- Softens the look of lines, wrinkles and crepiness in the neck area
- Immediately increases skin moisture by 61%
- Contains the benefits of the Volu-Firm™ Complex

# Women Love Volu-Firm™ Lifting Serum!

During a 4-week independent consumer study+, a majority of women agreed that:

- Skin appears tighter: 74%
- The look of youthful volume and vibrancy are restored: 67%
- Softens look of lines and wrinkles on neck: 73%
- Helps skin look more youthful all day: 79%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study.

# What are the key benefits of Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30\*?



- Restores skin's youthful cushion
- Formulated to help minimize skin reaction to external irritants
- Skin tone appears more even
- Helps protect against skin-aging UVA/UVB damage
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex

\* Over-the-counter drug product

# Women Love Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30\*!

During a 4-week independent consumer study+, a majority of women agreed that it:

- Helps minimize appearance of deep wrinkles: 70%
- Softens appearance of crepiness on the neck: 74%
- Restores youthful cushion: 80%
- Skin tone appears more even: 85%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study

\*Over-the-counter drug product

## What are the key benefits of Volu-Firm™ Night Treatment with Retinol?



- Reduces the appearance of deep lines and wrinkles
- Helps improve advanced signs of aging
- Helps reveal radiant-looking skin
- Skin tone appears more even
- Helps neck area look noticeably smoother
- Increases skin moisture for 12 hours
- Contains the benefits of the Volu-Firm™ Complex

# Women Love Volu-Firm™ Night Treatment with Retinol!

During a 4-week independent consumer study+, a majority of women agreed that it:

- Helps improve advanced signs of aging: 76%
- Helps skin feel firmer: 73%
- Jawline area appears more defined: 67%
- Restores youthful cushion to skin: 81%
- Skin tone appears more even: 84%
- Enhances skin's overall appearance: 90%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study

## What are the key benefits of Volu-Firm<sup>™</sup> Eye Renewal Cream?



- Targets deep lines, wrinkles and sagging skin
- Targets under-eye bags, puffiness and dark circles
- Targets crepiness and dry skin
- Increases skin moisture for 12 hours
- Unique applicator tip
- Contains the benefits of the Volu-Firm<sup>™</sup> Complex

# Women Love Volu-Firm™ Eye Renewal Cream!

## After 1 week+, they said it:

- Helps reduce the look of crepey skin: 74%
- Helps minimize look of under-eye bags and dark circles: 68%

## After 2 weeks+, they said it:

- Firms and tones appearance of sagging skin around eyes: 73%
- Minimizes appearance of deep wrinkles: 70%
- Restores the appearance of a youthful lift: 71%

## After 4 weeks+, they said it:

- Helps repair skin's appearance: 85%
- Reduces appearance of droopy eyelids: 67%

+ Results reflect the percentage of women who agreed with the statements during a 4-week independent consumer study

## Let's Remember Mary Kay's Words...

*“Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women and men turn these good feelings into more positive self-images. This, in turn, will allow them to approach life’s challenges with confidence and determination. As I have often said, ‘We’re not only in the cosmetics business – we’re also in the people business.’ ”*