

MARY KAY

PRODUCT FACT SHEET:
TIMEWISE LUMINOUS-WEAR™ FOUNDATION

“ OUR PRODUCT MARKETING GROUP SAYS,
Get ready for another age-fighting miracle. TimeWise Luminous-Wear™ Liquid Foundation is infused with vitamin E and a patented blend of peptides for skin that instantly looks firmer, younger and healthier. Plus skin feels moisturised all day long. What could be more beautiful? ”



FACT:

The skin is a complex structure made up of multiple layers. Luminous-Wear™ Liquid Foundation works in the outer layers of the skin through its key ingredients of peptides, vitamin E and jojoba esters to help skin maintain its youthful look.

PRODUCT POSITIONING:

Take age-fighting all the way with TimeWise Luminous-Wear™ Liquid Foundation.

BENEFITS AND CLAIMS

- Skin looks instantly brightened
- Skin looks radiant all day
- Provides maximum luminosity
- Skin feels moisturised all day
- Skin instantly looks firmer, younger and healthier
- Visibly reduces the appearance of fine lines and wrinkles
- Visibly reduces the appearance of pores
- Improves overall condition of skin
- Visibly reduces appearance of imperfections
- Colour stays true hour after hour
- Gives skin a long-lasting luminous finish
- Does not settle into fine lines
- Visibly minimises the appearance of dark circles and shadows
- Transfer - and humidity-resistant
- Lightweight formula applies evenly and smoothly

TARGET CUSTOMER

- Women looking for an age-fighting foundation that leaves a **brightened, radiant finish** and leaves skin feeling moisturised all day.
- Women who have **normal to dry** skin.

HOW IT WORKS

- Formulated with jojoba wax esters to provide moisturisation. Infused with vitamin E and a patented blend of peptides for skin that instantly looks firmer, younger and healthier.

KEY INGREDIENTS AND FUNCTIONS

Jojoba Wax Esters	Enhances the moisturising benefits.
Glycerin	Humectant that helps balance or maintain proper moisture levels in the skin.
Dimethicone	Derived from silica, provides a silky feel and helps protect skin and improve its appearance.
Vitamin E (Tocopheryl Acetate)	Acts as an antioxidant, helping to neutralise environmental damage that can cause signs of premature aging. Also known to have skin conditioning benefits.
Palmitoyl Oligopeptide and Palmitoyl Tetrapeptide-7	A patented blend of peptides that works in synergy to help restore and maintain skin's youthful appearance.

APPLICATION INSTRUCTIONS

- Can be applied with Mary Kay® Liquid Foundation Brush, sponge applicator or fingertips. If using the brush, squeeze foundation into hand, dip brush in foundation and apply evenly across the face using downward strokes. The Liquid Foundation Brush was specially designed to enhance application, with tapered bristles that grab foundation and easily reach facial contours.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Foundation Primer
- TimeWise® Miracle Set
- Other TimeWise® skin care products
- Mary Kay® colour products

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Scientifically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Fragrance-free
✓	Dermatologist-tested

USE-UP RATE

- Average use 1.1 months

