

MARY KAY

PRODUCT FACT SHEET:  
TIMEWISE® MATTE-WEAR LIQUID FOUNDATION

“ OUR PRODUCT MARKETING GROUP SAYS,  
Get ready for another age-fighting miracle. TimeWise® Matte-Wear Liquid Foundation is infused with Vitamin E and a patented blend of peptides for skin that instantly looks firmer, younger and healthier. Plus you get all-day oil and shine control. What could be more beautiful? ”



**FACT:**

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

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**PRODUCT POSITIONING:**

Take age-fighting all the way with TimeWise® Matte-Wear Liquid Foundation.

**BENEFITS AND CLAIMS**

- Skin instantly looks more matte
- All-day oil and shine control
- 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 matte 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 **matte finish** as it helps control oil and shine all day.
- Women who have **combination or oily skin**.

**HOW IT WORKS**

- Special microspheres work all day to absorb oil and control shine. Infused with vitamin E and a patented blend of peptides for skin that instantly looks firmer, younger and healthier.

**KEY INGREDIENTS AND FUNCTIONS**

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.
Silica	A highly porous, ultrafine mineral that acts like a sponge, absorbing oil so skin can look matte without a heavy feel.
Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer	Specialised microspheres that maximise the formula's ability to control oil.

**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