

MARY KAY

PRODUCT FACT SHEET:
MARY KAY® FOUNDATION PRIMER

“ OUR PRODUCT MARKETING GROUP SAYS,
A flawless look starts with a smooth, even-textured base. Mary Kay® Foundation Primer acts as an invisible ‘buffer’ that fills in imperfections and acts like a ‘magnet’ to give your foundation real staying power. ”



FACT: FOUNDATION PRIMERS HAVE BEEN A SECRET WEAPON USED BY PROFESSIONAL MAKEUP ARTISTS FOR YEARS TO GIVE MODELS AND CELEBRITIES A FLAWLESS LOOK. THE MARY KAY® FOUNDATION PRIMER ALSO HELPS KEEP FOUNDATION SHADES TRUE, A BIG BENEFIT SINCE SHADES CAN SHIFT THROUGHOUT THE DAY DUE TO SKIN'S NATURAL SURFACE OIL.

POWER STATEMENT:

PERFECTS SKIN, EXTENDS THE LIFE OF YOUR MAKEUP

BENEFITS AND CLAIMS

This lightweight formula glides on effortlessly and dries quickly to create the perfect canvas for a flawless foundation application. And women love how it makes their skin look. Here's what they had to say in a two-week independent study*:

- 87% said it helped perfect the appearance of skin
- 90% said skin looked smoother
- 98% said it applies smoothly and evenly
- 85% said it helped reduce the appearance of pores
- 85% said it extended the wear of makeup
- 81% said skin looks healthier and helps skin look firmer

- Results reported during a two-week independent consumer study

TARGET CUSTOMER

- Women who are looking for priming benefits
- Women who currently use eye and/or lip primer and want the same benefits for their face
- Women who use any and all types of foundation, including Mary Kay® Mineral Powder Foundation
- Women who want a smoother, more flawless-looking complexion when they're not wearing foundation

HOW IT WORKS

This patent-pending formula contains silica, a mineral optical diffuser that helps skin look smoother by helping reduce the visible signs of skin imperfections. Plus, skin-conditioning agents provide a smooth canvas for foundation application while the formula helps extend the wear of makeup.

KEY INGREDIENTS AND FUNCTIONS

Silica	A highly porous, ultrafine mineral that absorbs oil and acts as an optical diffuser to help skin look smooth
Dimethicone	Derived from silica, provides a silky feel and helps protect skin and improve its appearance

APPLICATION INSTRUCTIONS

- Apply after your final skin care step to entire face and blend gently using your fingertips to create the perfect canvas for foundation application.

CROSS-SELLING OPPORTUNITIES

- All Mary Kay® foundations
- Mary Kay® Concealer
- Mary Kay® Highlighting Pen
- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer
- All Mary Kay® colour products

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	Dry to oily skin

USE-UP RATE:

Average use 1.8 months