

Mary Kay® Foundation Primer

Frequently Asked Questions

WHAT ARE THE FACTS ABOUT THE MARY KAY® FOUNDATION PRIMER?

1. Can I wear the Mary Kay® Foundation Primer even if I do not wear a foundation?

Yes. The Mary Kay® Foundation Primer contains an optical diffuser that visibly minimises the appearance of wrinkles and fine lines, helps to diminish the appearance of imperfections, and helps to reduce the appearance of pores. Therefore, the primer helps improve the skin's complexion whether worn under a foundation or on its own.

2. Is the Mary Kay® Foundation Primer appropriate for all skin tones?

Yes. The Mary Kay® Foundation Primer is translucent, making it ideal for all skin tones. The product does not impart any colour.

3. Does the Mary Kay® Foundation Primer provide colour correcting benefits?

No. The Mary Kay® Foundation Primer is meant to create a flawless canvas for foundation application. If you are seeking colour correction, it is best to use the Mary Kay® Concealer.

4. How much longer will my foundation last when wearing the Mary Kay® Foundation Primer?

The Mary Kay® Foundation Primer creates the perfect canvas for a flawless foundation application while helping foundation remain fresh throughout the day. In fact, some women that tried the product believed that the Mary Kay® Foundation Primer helped foundation maintain an acceptable appearance for 9 hours or more. TimeWise® Liquid Foundations maintain an acceptable appearance for approximately 7 hours when worn alone.

5. Does the Mary Kay® Foundation Primer contain SPF protection?

Although the Mary Kay® Foundation Primer does contain SPF ingredients, we can only promote the claims which we can support. The Mary Kay® Foundation Primer has the following benefits:

- Creates the perfect canvas for foundation application
- Helps even out skin texture
- Reduces the appearance of pores, fine lines and wrinkles, and other skin imperfections
- Helps improve skin's complexion
- Extends the wear of makeup

Customers requiring specific SPF protection can be recommended to use TimeWise® Day Solution Sunscreen SPF 22 and TimeWise® Age-Fighting Moisturizer with Sunscreen as part of their skin care regime.

HOW DOES THE MARY KAY® FOUNDATION PRIMER WORK WITH OTHER PRODUCTS

1. Can I use the Mary Kay® Foundation Primer with all Mary Kay® foundations?

Yes. The Mary Kay® Foundation Primer was specifically formulated to work well with all Mary Kay® foundations.

2. How long do I need to wait before I apply my foundation?

Foundation can be applied immediately after the primer has been applied. Due to the gel-like consistency of the formula, it may appear as though the primer is not dry. However, this after-feel is what creates the invisible canvas for flawless foundation application.

3. Do I still need to use Mary Kay® Eye Primer or does the Mary Kay® Foundation Primer provide the same benefits for the eye area?

The Mary Kay® Eye Primer contains specific ingredients that help eye makeup adhere to and remain on the eye area. Therefore, it is best to continue to use the eye primer on the delicate skin of the eye area while using the Mary Kay® Foundation Primer on the rest of the face.

4. What is the order of application if I am also using concealer?

The Mary Kay® Foundation Primer should be the first product that is applied after skin care products (after moisturiser). Concealer can be applied after primer.

HOW DO I SELL MARY KAY® FOUNDATION PRIMER?

1. Who is Mary Kay® Foundation Primer best for?

Mary Kay® Foundation Primer was formulated to work with all Mary Kay® foundations and can be worn by women of all skin tones and skin types. Therefore, it is ideal for everyone! Since it can be worn alone, even those that don't wear foundation can benefit from the complexion enhancing properties of the formula.

2. How should I sample this product?

It is best to sample the Mary Kay® Foundation Primer the same way that you sample skin care products. In a class, simply squirt a small amount of product onto the disposable tray. Customers can then use their fingertips to apply the product to the entire face. More can be applied if necessary. The primer should provide an invisible canvas for foundation application.