

TimeWise® Matte-Wear & TimeWise Luminous-Wear™ Liquid Foundations

Frequently Asked Questions

WHAT ARE THE FACTS ABOUT THE TIMEWISE® LIQUID FOUNDATIONS?

1. If I have combination or oily skin, can I use the TimeWise Luminous-Wear™ Liquid Foundation?

Yes. The TimeWise Luminous-Wear™ Liquid Foundation was specifically designed for normal-to-dry skin. It contains hydrating properties that comfort drier skin. However, when tested among combination-to-oily skin users, the TimeWise Luminous-Wear™ Liquid Foundation performed well. Please note that the TimeWise Luminous-Wear™ Liquid Foundation does provide a luminous finish, which consumers with more oily skin may perceive as shine. However, foundation is a personal choice and your customers will likely tell you what they prefer.

2. If I have normal or dry skin, can I use the TimeWise® Matte-Wear Liquid Foundation?

Yes. The TimeWise® Matte-Wear Liquid Foundation was specifically designed for combination-to-oily skin. It contains mattifying properties that absorb oil and help control shine all day. However, when tested among normal-to-dry skin users, the TimeWise® Matte-Wear Liquid Foundation performed well. Please note that the TimeWise® Matte-Wear Liquid Foundation does provide a matte finish, which consumers with very dry skin may perceive as drying. However, foundation is a personal choice and your customers will likely tell you what they prefer.

3. What is the difference between luminosity and shimmer/shine? Luminosity and highlighting?

Luminosity is the overall natural glow of radiant, healthy skin. In some of our other literature, we have referred to this appearance as dewy. A luminous finish is created using micro-fine optical diffusing ingredients that reflect light and are ideal for the entire face. Shimmer and highlighting refer to the high sparkle pay-off of illuminating products. Shimmer is achieved by using pearlescent pigments and is ideal for targeted areas of the face.

WHAT ARE THE FACTS ABOUT THE FORMULAS AND SHADES?

1. Can younger customers use the TimeWise® Liquid Foundations?

Yes. Women of any age can use TimeWise® Liquid Foundations. Although the foundations provide age-fighting benefits, research shows that it is becoming more common for younger women to choose age-fighting products in order to delay the signs of premature ageing. The formulas contain Vitamin E, which offers antioxidant protection benefits for skin, no matter what your age.

2. Why don't the new TimeWise® Liquid Foundations contain Sunscreen?

While some brands offer age-fighting foundations with sunscreen, we recognise that in some cases, these types of ingredients can be difficult to use with some consumers. In an effort to reach all consumers, we have opted to keep many of the Mary Kay® Foundations free of sunscreen. We encourage the use of the TimeWise® Day Solution Sunscreen SPF 22 or the TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15 so that skin will have the essential UVA/UVB protection it needs.

3. Why are there preservatives in our formula?

We use preservatives in Mary Kay® products to ensure that our product will remain safe throughout the shelf life of the product and to protect our consumers from exposure to contamination by microorganisms such as bacteria and mould in typical daily use. We always use the highest quality ingredients and packaging to provide safe and effective products to our consumers.

4. Are the ingredients in the TimeWise® Liquid Foundations the same as the ingredients in the TimeWise® Miracle Set?

The age-fighting ingredients in the TimeWise® 3-in-1 Cleanser, Age-Fighting Moisturizer, and Day Solution SPF 22 are not the same as those in TimeWise® Liquid Foundations. However, the TimeWise® Night Solution and the TimeWise® Liquid Foundations do contain some of the same age-fighting peptides. As part of our Product Promise, we seek to explore every ingredient option that delivers the safest, most innovative products and that will give consumers the breakthrough benefits they want. Therefore, each ingredient in every product is chosen based on the product formulation and the specific benefits we want that product to deliver. So, while all TimeWise® products may address the age-related appearance of the skin, the ingredients used to achieve this result might be different.

5. Why is my TimeWise® Matte-Wear Liquid Foundation shade slightly different from my TimeWise Luminous-Wear™ Liquid Foundation shade?

Although these two products achieve the same age-fighting benefits, they are different formulas created for specific skin types. Therefore, the different formulas may impact the shade slightly. It is best to perform a stripe test along the jaw line for each formula to pick the right shade.

6. Will I get the same coverage with TimeWise® Matte-Wear Liquid Foundation as I do with TimeWise Luminous-Wear™ Liquid Foundation?

Yes. Both TimeWise® Liquid Foundations offer buildable coverage. It is best to start with a thin layer and build to the desired coverage level.

HOW DO THE TIMEWISE® LIQUID FOUNDATIONS WORK WITH OTHER MARY KAY® PRODUCTS?**1. If the TimeWise® Liquid Foundations contain age-fighting ingredients, can I skip the TimeWise® skin care regime?**

No. The TimeWise® skin care products offer the most comprehensive form of age-fighting properties and ingredients within the Mary Kay® skin care portfolio. These products are designed to address a number of age related concerns, including fine lines and wrinkles and age-related pigmentation. The TimeWise® Liquid Foundations include ingredients that support the skin care products, but don't act as a replacement for them.

2. Do you need to wear a primer with these foundations?

The Mary Kay® Foundation Primer creates the perfect canvas for a flawless foundation application. We recommend that you use the primer with all foundations to create the most flawless face possible.

3. Do I still need to wear Mary Kay® Concealer?

You might. Mary Kay® Concealer is perfect for hiding small imperfections on the skin. As with other Mary Kay® Foundations, the TimeWise® Liquid Foundations help create a flawless finish. Your order of application should not change with the use of the TimeWise® Liquid Foundations. Follow your normal daily skin care/makeup application regime.

4. Can I apply Mineral Powder Foundation on top of the TimeWise® Liquid Foundations?

The Mary Kay® Mineral Powder Foundation is a foundation in a powder form. Therefore it provides the buildable coverage and the flawless finish benefits of a foundation. We advise that you continue to use Mary Kay® Sheer Mineral Pressed Powder or Loose Powder if you are seeking to "set" your liquid foundation.

HOW DO I SELL THE TIMEWISE® LIQUID FOUNDATIONS?**1. Why has the numbering system changed?**

Feedback from you and consumers showed that the three digit numbering system was confusing and vague. The single digit numbering system has been instituted on all Mary Kay® Foundations to offer a simplified way of selling and purchasing the Mary Kay® Foundations. The TimeWise® Liquid Foundations still feature shade categories - Ivory, Beige, and Bronze - which makes highlighting pen, concealer and powder cross-selling easy.

2. Why are we no longer educating based on undertones for our foundations?

Based on feedback from you and consumers we heard that selling foundations by undertones was confusing. In our most recent foundation/powder launches we focused on the shade of the foundations/powders as opposed to the undertones. The goal is to make the TimeWise® Liquid Foundations easier to understand, sell, and buy.