

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ While lines and wrinkles are associated most with aging, uneven skin tone is another visible sign. From beauty editors to dermatologists to women worldwide, even skin tone is a must-have benefit women demand from their skin care. And, they want to achieve visible results at home. ”

The patent-pending, multifunctional Lucentrix™ complex in TimeWise® Even Complexion Essence is exclusive to Mary Kay and works throughout the day to unveil brighter, more even-looking skin.



Helps reduce the appearance of dark spots and freckles to restore skin's natural, even tone. And, it is clinically shown to work on all skin tones.

With continuous, consistent, twice-a-day use, you can see the powerful results of a more radiant, even complexion get even better.

**FACT:** Since damage to the skin doesn't happen overnight, neither does the process to restore skin's natural tone. However, you can start to see results in as little as four weeks of using TimeWise® Even Complexion Essence!

POWER STATEMENT

Using our patent-pending Lucentrix™ complex, TimeWise® Even Complexion Essence is clinically shown to restore skin's natural, even tone by helping reduce visible dark spots and reverse skin discoloration.

**BENEFITS & CLAIMS**

- 84% of panelists experienced more even skin tone\*

\* As seen by a dermatologist in a 12-week clinical study.

**TARGET CUSTOMER**

- Women with age spots, freckles, dark areas related to hormonal changes, or similar variations in skin tone
- Bronze-skinned women who experience dark spots associated with acne blemishes

**HOW IT WORKS**

- Dark spots and skin discoloration are often caused by sun exposure or irritation associated with acne blemishes (on bronze skin tones). These triggers activate pigment-producing cells that form melanin, which eventually travels to the surface of the skin, causing freckles, dark spots and uneven coloration to appear. When you can interrupt the appearance of melanin on the surface of your skin, the result is more even skin tone.
- TimeWise® Even Complexion Essence actually helps to reduce visible dark spots and reverse skin discoloration to restore skin's natural, even tone.
- To receive maximum benefits and to help prevent further damage, it's essential to use an SPF product, such as TimeWise® Day Solution Sunscreen SPF 25<sup>†</sup>, in addition to TimeWise® Even Complexion Essence.

**KEY INGREDIENTS & FUNCTIONS**

Lucentrix complex	<b>Skin Brightener:</b> Known to provide a brightening effect, resulting in more even-looking skin. Some ingredients provide immediate benefits via optical diffusion and light reflection, while other ingredients are known to provide a more even-looking skin tone over time.
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**APPLICATION**

*Order*

Cleanse

Exfoliate

Freshen

Supplement

Moisturize

Protect

Finish

*Instructions*

After cleansing, apply evenly over face and neck.

**CROSS-SELLING OPPORTUNITIES**

- Other TimeWise® products
- Concealer
- Sunscreens/products with SPF

**USE-UP RATE**

- 1½ - 2 months, when used twice a day

**CHARACTERISTICS**

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Non-comedogenic
N/A	Ophthalmologist-tested
N/A	Suitable for contact lens wearers

<sup>†</sup> Products indicated with a single dagger identify over-the-counter drug products. Customers should carefully read and observe all warnings, indications and directions for use on the labels of these products.