

# Foundations

Mary Kay Mineral Powder Foundation	Mary Kay Medium Coverage Liquid Foundation	Mary Kay Full Coverage Liquid Foundation
For All Skin Types (Clients with dry often prefer to have more moisture in their foundation, but they can still use this product)	For Normal to Oily Skin	For Normal To Dry Skin
Replace every 2-3 months	Replace every 4 months	Replace every 4 months
<p>Benefits</p> <ul style="list-style-type: none"> <li>• Blends effortlessly for a flawless look</li> <li>• Makes lines, wrinkles and other imperfections seem to disappear</li> <li>• Provides buildable coverage</li> </ul>	<p>Benefits</p> <ul style="list-style-type: none"> <li>• Provides Natural looking long lasting even coverage</li> <li>• Provides stay-true, stay-put color.</li> <li>• Helps control oil for at least eight hours.</li> <li>• Provides buildable coverage</li> </ul>	<p>Benefits</p> <ul style="list-style-type: none"> <li>• Provides natural-looking, long-lasting even coverage.</li> <li>• Provides stay-true, stay-put color.</li> <li>• Provides immediate hydration that lasts for six hours.</li> <li>• Provides buildable coverage</li> </ul>
<p>Characteristics</p> <ul style="list-style-type: none"> <li>• Suitable for Sensitive Skin</li> <li>• Clinically tested for skin irritancy and allergy</li> <li>• Fragrance-free</li> <li>• Oil-free</li> <li>• Non-comedogenic</li> <li>• Dermatologist-tested</li> </ul>	<p>Characteristics</p> <ul style="list-style-type: none"> <li>• Suitable for Sensitive Skin</li> <li>• Fragrance-free</li> <li>• Oil-free</li> <li>• Non-comedogenic</li> <li>• Dermatologist-tested</li> </ul>	<p>Characteristics</p> <ul style="list-style-type: none"> <li>• Suitable for Sensitive Skin</li> <li>• Fragrance-free</li> <li>• Oil-free</li> <li>• Non-comedogenic</li> <li>• Dermatologist-tested</li> </ul>
<p>Target Customer</p> <p>Women with all skin types looking for a sheer to full coverage with a matte finish . Women who are interested in the natural product market and are looking for the natural look.</p>	<p>Target Customer</p> <ul style="list-style-type: none"> <li>• Any woman looking for an oil-free, water and silicone-base liquid foundation that will give skin a flawless look and beautiful base for color cosmetics.</li> <li>• Best for normal to oily skin</li> </ul>	<p>Target Customer</p> <ul style="list-style-type: none"> <li>• Any woman looking for an oil-free, water and silicone-base liquid foundation that will give skin a flawless look and beautiful base for color cosmetics.</li> <li>• Best for normal to dry skin</li> </ul>

Mary Kay Crème to Powder Foundation	Mary Kay Tinted Moisturizer with Sunscreen SPF 20	Mary Kay Day Radiance Crème Foundation
For All Skin Types	For All Skin Types	For Dry Skin
Replace every 3 to 4 months	Replace every 2 to 3 months	Replace every 4-6 months
<p style="text-align: center;"><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Two-in-one product that glides on like a cream and then dries to a soft, powdery, matte finish.</li> <li>• Provides sheer-to-full buildable coverage.</li> <li>• Can be used as a makeup or touch-up</li> <li>• Can be used as a light concealer. Choose a shade one shade lighter than your foundation</li> </ul>	<p style="text-align: center;"><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Provides sheer color, lightweight, oil-free moisturization for up to 10 hours.</li> <li>• Provides UVA/UVB protection.</li> </ul>	<p style="text-align: center;"><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Helps seal in moisture as it protects from dehydrating conditions.</li> <li>• Glides on effortlessly for maximum, long-lasting coverage.</li> </ul> <p>Provides smooth, even coverage</p>
<p style="text-align: center;"><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Oil-free</li> <li>• Non-comedogenic</li> <li>• Contains a small amount of fragrance</li> </ul>	<p style="text-align: center;"><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Suitable for Sensitive Skin</li> <li>• Clinically tested for skin irritancy and allergy</li> <li>• Fragrance-free</li> <li>• Oil-free</li> </ul> <p>Non-comedogenic</p>	<p style="text-align: center;"><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Suitable for Sensitive Skin</li> <li>• Non-comedogenic</li> </ul> <p>Dermatologist-tested</p>
<p style="text-align: center;"><b>Target Customer</b></p> <p>Any woman of all skin types looking for a lightweight, oil-free foundation that can be used as makeup or a touch-up. Gives the flawless finish of foundation and powder in</p>	<p style="text-align: center;"><b>Target Customer</b></p> <p>Women of all skin types who want to simplify their beauty routine by using a product that provides sheer coverage, a sunscreen, and moisturization</p>	<p style="text-align: center;"><b>Target Customer</b></p> <ul style="list-style-type: none"> <li>• Any woman looking for a rich, creamy foundation that will give skin a flawless look and a beautiful base for color cosmetics.</li> </ul> <p>Best for dry skin</p>

Finding the Right Foundation for your clients is so important!

1. Determine which foundations will work best for her skin type.
2. Find a foundation that fulfills your clients preferences for coverage and lifestyle
3. Find the correct color!