

MK SUPPLEMENTS

Highlights from Leadership by Dr. Beth Lange, Dr. Michelle Hines and Yvette Franco



Q: Is age always an indicator for when to recommend supplements?

A: While age can be an indicator, in the end, it is about your customers' needs and these may not fit any timetable. You should listen to your customers' concerns and find solutions based on their problems, which may or may not fit into the proper age range.

Q: How do I know whether to sell Night Solution, Replenishing Serum + C, or the Microdermabrasion Set to my customers?

A: While it's possible that the current economy is one reason this question is asked so frequently, here are a few important distinctions to know about these products: Day Solution and Night Solution are not supplements – they are part of the Miracle Set. If a customer can only afford one product, we recommend the Night Solution. Customers will likely experience the results and then, depending on their needs, may try the other products in the Miracle Set.

The next product we would recommend is the Microdermabrasion Set. The higher level of exfoliation it provides is critical in keeping skin from looking dull. Next, we suggest Replenishing Serum +C. This fantastic supplement is truly focused on firming the skin.

Q: Can you tell us more about the new Even Complexion Mask?

A: The Even Complexion Mask is great because it delivers instant brightening

benefits so that skin immediately looks more radiant. The mask is infused with botanical extracts to help deliver visible brightening. This product is great for everyone, but is a perfect complement for those who are already using Even Complexion Essence, which is formulated to improve skin clarity and minimizes the appearance of skin's imperfections, like age spots. This mask is the perfect product to help prepare your skin for applying the Even Complexion Essence serum.... Using both products as part of a skin care regimen will leave your skin looking more radiant and even toned.

Q: How do I know which eye cream to use?

A: Both eye creams provide great moisture and are formulated with age-fighting peptides to help reduce the appearance of fine lines around the eyes. The more lightweight Age-Fighting Eye Cream is a great basic product for all ages. However, if you want a heavy-hitting product to help moisturize, firm, and brighten the skin around the eye, you should be using Firming Eye Cream.

Q: How important is the order of application?

A: There really is a reason behind the order of application. The order we recommend applying

products to the skin helps you to attain all of the skin benefits from each product. After you cleanse your face with 3-and-1 Cleanser, you can use an exfoliation product, such as the Microdermabrasion Set. Afterwards, we recommend applying supplement products such as the Even Complexion Essence or Replenishing Serum+C to maximize the benefits to your skin. Those products can be followed up during the day with the Day Solution SPF 25* to provide protection from the sun or Night Solution at night to help reduce daily environmental damage. Finally, we suggest applying a moisturizer, like the Age-Fighting Moisturizer, to help lock in hydration for your skin.

Mary Kay scientists continuously strive to help create technologically advanced formulas that you and your increasingly savvy customers will love. But with all the wonderful anti-aging and moisturizing products, along with those that target specific skin care needs, it might not always be easy to determine which products might be best for you or your customers!

While the TimeWise® Miracle Set™ is the first line of defense in anti-aging, we recognize that everyone's skin is different and may need additional support. We've developed a great tool to help you determine just which supplements you might want to recommend to your customers based on their main skin care concerns.

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Q: In addition to the Miracle Set, what is one product a woman shouldn't be without? A: Eye cream!

Q: Is this because the eye area tends to be one of the first to show the signs of aging?

A: The skin around the eye is thinner and can be more delicate, and we often notice the signs of aging there first. As we age, there is a need to add moisture to the skin in that area as well as help reduce the appearance of fine lines and wrinkles. So, in addition to the Miracle Set, you will want to add an eye cream to your regimen. We offer the Age-Fighting Eye Cream and the Firming Eye Cream formulated specifically for use around the eyes.

Supplement Comparison Chart

Find the best product for your customers' skin concerns with this at-a-glance comparison chart. The TimeWise Miracle Set provides the foundation for healthy skin; the supplements provide the customization for your customers' specific needs.

Skin Concern	TimeWise Miracle Set	Microdermabrasion Set	Targeted-Action Line Reducer	Replenishing Serum + C	Even Complexion Essence	Even Complexion Mask	Extra Hydration Products
Fine Lines	*	*					
Wrinkles	*		*				
Skin Texture Needs Improvement	*	*					
Loss of Firmness & Elasticity	*			*			
Uneven Skin Tone	*				*		
Dullness (skin lacks radiance)	*					*	
Dry, flaky skin	*						*