

# KNOW YOUR PRODUCT!

## Mary Kay® Mineral Powder Foundation Power statement:

It's a foundation. It's a powder. That's the beauty of mineral powder foundation. It's beauty made simple. A foundation that goes on with the sweep of a brush. A weightless powder that blends effortlessly for a flawless look. A skin perfecter that makes lines, wrinkles and other imperfections seem to disappear. And it's transfer-resistant, so it won't fade away midday. The secret to a perfect application is having the perfect brush, and that's why we created one. The Mineral Foundation Brush is custom-designed to work with the foundation. They're made for each other to deliver results like you've never seen or felt before. No other brush you own will even come close to the Mineral Foundation Brush. The bristles are soft, natural hair that is short and flat across the top, so you get the right amount of foundation and right level of buildable coverage.

**WHAT'S THE BUZZ IN THE MARKETPLACE?** Mineral-based products are the hot trend in cosmetics. Growing numbers of specialty brands as well as mass retail brands offer mineral makeup options to meet the ever-increasing demand by women worldwide. As more consumers strive to lead healthier lifestyles, being "natural" and using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity.

**WHO ARE YOUR CUSTOMERS?** Mary Kay® Mineral Powder Foundation provides an additional foundation option to the current Mary Kay® foundation line and can be used by women of all ages and all skin types.

**WHAT MAKES MINERAL POWDER FOUNDATION DIFFERENT FROM OTHER FACIAL POWDERS?** Mary Kay® Mineral Powder Foundation is a foundation in powder form. This weightless formula blends for a flawless look and evens out skin tone while providing buildable coverage with the comfort of a silky powder. It's transfer-resistant and won't fade away midday. Other regular facial pressed or loose powders generally have sheer/luminous coverage or shine-control properties. These powders provide neither the coverage nor the benefits of a foundation.

**HOW DOES MARY KAY® MINERAL POWDER FOUNDATION SPECIFICALLY DIFFER FROM MK SIGNATURE® LOOSE POWDER?** In addition to the general differences mentioned above, Mary Kay® Mineral Powder Foundation contains a higher percentage of minerals than our loose powder. Also, the key function of our loose powder is to help control excess oil while setting makeup for a flawless look.

**WHAT DO DERMATOLOGISTS SAY ABOUT MINERAL POWDER MAKEUP?** Many leading dermatologists recognize and approve of the benefits of mineral makeup, such as the ease of application, its excellent coverage and adhesion to the skin. However, dermatologists generally believe that mineral makeup is not a true treatment product for your skin, nor can a typical use provide the necessary amount of sun protection.

**WHAT IS THE ORDER OF APPLICATION WHEN USING MARY KAY® MINERAL POWDER FOUNDATION?** Your customers should follow their normal daily skin care and makeup application regimens, applying mineral powder foundation in the same order as their current foundation. If using the MK Signature® Facial Highlighting Pen, it's recommended to apply it before Mary Kay® Mineral Powder Foundation. MK Signature® Loose Powder is optional depending on the needs of your customers' skin and can be used to freshen up their look during the day.

## WHAT'S THE BEST WAY TO APPLY MARY KAY® MINERAL POWDER FOUNDATION?

1. Your customers should cleanse and moisturize their faces, allowing moisturizer and any other treatment products to become dry to the touch.
2. With the jar lid on, gently shake the mineral powder foundation jar to dispense the foundation into the sifter.
3. Remove the lid and dip the Mineral Foundation Brush into the powder, tapping against the rim of the jar to remove any excess. It is not necessary to use all of the powder that is in the sifter — a little goes a long way.
4. Swirl the Mineral Foundation Brush inside the lid so that the powder is worked into the bristles.
5. Start in the center of face and work out to either side toward the hairline and along the jaw line, blending well. For a light, natural coverage, a single, thin layer should be enough. For increased coverage, repeat the application process, applying Mineral Powder Foundation in thin layers until desired coverage level is achieved.

**WHY DO MY CUSTOMERS HAVE TO USE A SPECIAL BRUSH?** The Mineral Foundation Brush is custom-designed to work with the foundation and provide the flawless results your customers expect. The bristles are soft, natural hair that pick up a precise amount of powder, releasing it evenly as your customers sweep. The bristles are also shorter and flat across the top, so your customers can easily customize the level of coverage. Plus, the handle is the perfect size for maximum control. *No other brush* will come close to delivering the optimum look.

Conversion Colors:	MK Medium/Full Coverage	MK Mineral Powder Foundation & Loose Powder
	Ivory 100, 104, 105	Ivory 1
	Ivory 200, 202, 204	Ivory 2
	Beige 300, 302, 304	Beige 1
	Beige 400, 402, 404	Beige 2
	Bronze 500, 502, 504	Bronze 1
	Bronze 600, 607, 708, 808	Bronze 2