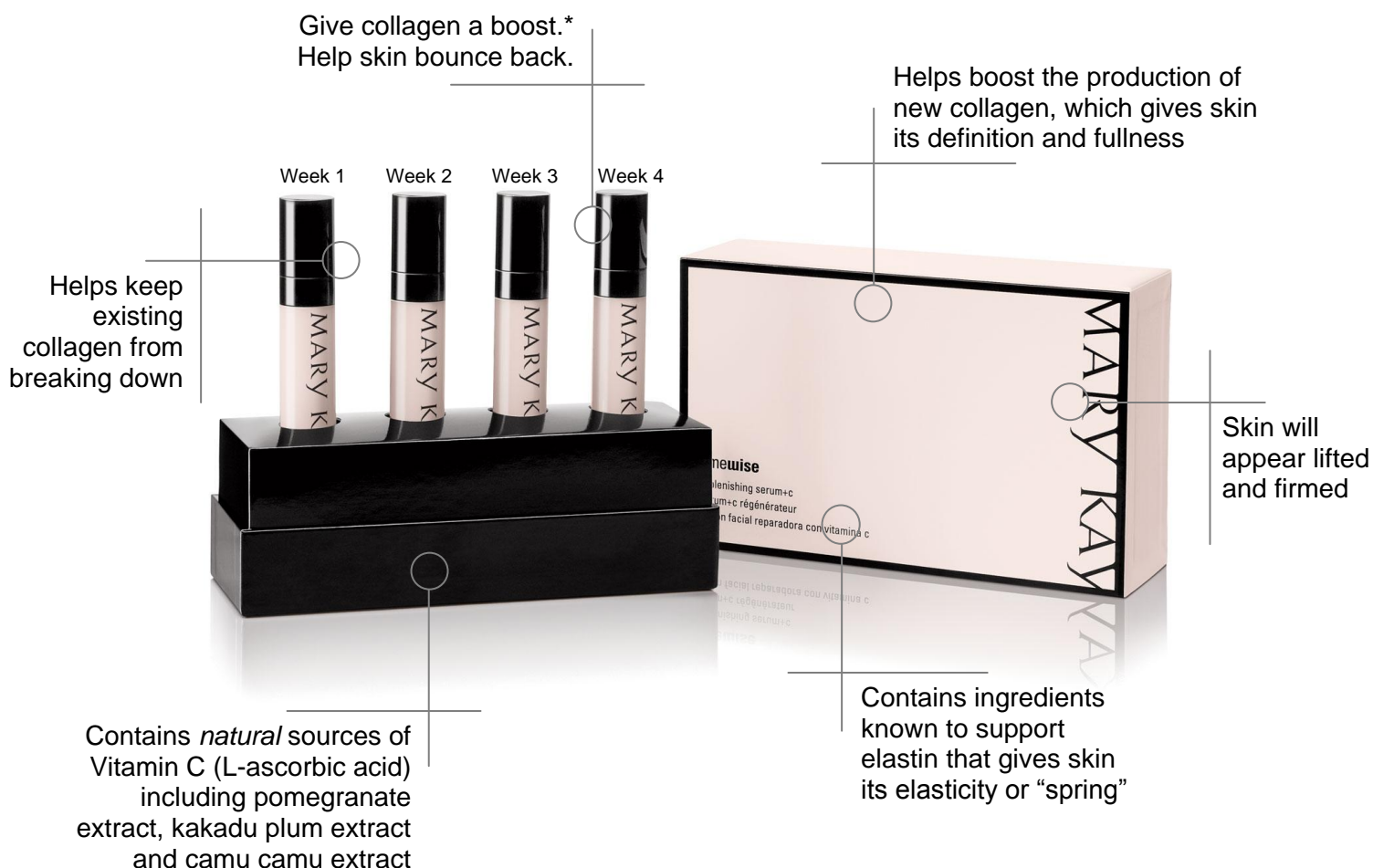


OUR SCIENTISTS SAY,

“Need a lift? TimeWise® Replenishing Serum+C has benefits* that can help. This antioxidant-rich serum is formulated with ingredients that enhance the production of new collagen, and help keep existing collagen from breaking down. It also contains ingredients known to support elastin, a protein that gives skin its elasticity or “spring.” The overall effect? Positively uplifting.”



FACT:

The body can't produce Vitamin C on its own, nor can it store it, which is why you need a continuous supply. According to dermatologists and research scientists, Vitamin C plays a significant role in stimulating the synthesis of skin-firming collagen, which is why extracts of this vitamin are considered beneficial as a skin care ingredient.

* Based on in vitro testing.

POWER STATEMENT

Give collagen a boost.*
Help skin bounce back.

BENEFITS AND CLAIMS

An in-depth consumer study showed benefits** women saw after using TimeWise® Replenishing Serum + C. The results speak for themselves:

- 89% said their skin looked lifted and more resilient
- 86% said their skin looked more toned
- 79% said their skin looked younger
- 90% said their skin looked enhanced

TARGET CUSTOMER

- Customers who want to take their age-fighting skin care regimen to the next level.
- Customers using the TimeWise® Miracle Set will be especially interested in adding a product to their regimen that delivers age-fighting benefits unlike any other product that Mary Kay offers.

KEY INGREDIENTS AND FUNCTIONS

Pomegranate extract (<i>Punica granatum</i>)	Pomegranate is often referred to as a “superfruit” because of the large number of vitamins it contains. This fruit has a high level of Vitamin C, other vitamins and antioxidants, and has been used for centuries to help reduce the effects of oxidative stress.
Kakadu Plum extract (<i>Terminalia ferdinandiana</i>)	This extract is derived from the kakadu plum, a fruit reported to have the highest concentration of Vitamin C. For example, the amount of Vitamin C in 3 ½ ounces of kakadu plum is 3000 mg, while the same amount of orange contains just 50 mg.
Camu Camu extract (<i>Myrciaria dubia</i>)	The fruit of the camu camu tree, which is the source of this extract, is known to have the second highest level of Vitamin C of any fruit. The tree grows in the rainforests of South America and is extremely tolerant of the extreme weather conditions found there.
Acerola Cherry extract (<i>Malpighia punicifolia</i>)	The acerola cherry is especially rich in Vitamins C and A, and this fruit has been shown to have powerful antioxidant benefits.
Black Currant Berry extract (<i>Ribes nigrum</i>)	Black currant berries contain high levels of Vitamin C and other vitamins and minerals.
Argan seed extract (<i>Argania spinosa</i>)	A botanical extract derived from the argan tree, which grows only in Africa. Groves of argan trees provide the last barrier against the desert.

HOW IT WORKS

- This precious, antioxidant-rich serum is formulated with ingredients that enhance the production of new collagen and help keep existing collagen from breaking down.
- It also contains ingredients known to support elastin, a protein that gives skin its elasticity or “spring.”

APPLICATION INSTRUCTIONS

- Smooth three pumps of product evenly over face in an upward and outward motion. Use three pumps per use, three in the morning and three at night. (The serum can also be used on the neck and décolleté area, but this may require additional serum.) This product was not formulated for use in the eye area, and therefore was not tested on or around the eye. It is not recommended for use in this area.
- Apply after cleansing, exfoliating and freshening and before Day Solution Sunscreen SPF 25[†], Night Solution and/or moisturizer.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- TimeWise® Targeted-Action® Line Reducer
- TimeWise® Firming Eye Cream

USE-UP RATE

- 1 month - Each vial contains 7 days of use, 2 applications per day if used on the face

CHARACTERISTICS

✓	Suitable for all skin types
✓	Clinically tested for skin irritancy and allergy
✓	Hypoallergenic
✓	Non-comedogenic
✓	Fragrance-free
✓	Oil-free
✓	Dermatologist-tested

* Based on in vitro testing.

** Results reported after a 2-week consumer study.

† Over-the-counter drug product