

Experience a luxuriously innovative, Korean beauty-inspired mask that gives skin the ultimate beauty boost.

## What Is Korean Beauty?

- From editors and bloggers to industry insiders, those in the know look to Korea's forward-thinking beauty culture, known as "K-Beauty," for the latest skin care innovations.
- A breakout trend from the world of K-Beauty, sheet masks in various materials are gaining fans across the globe as an added boost to daily skin care routines.
- The **NEW TimeWise Repair® Lifting Bio-Cellulose Mask** is an intensive facial treatment that is an exciting addition to the *TimeWise Repair®* regimen.

## Did You Know?

- Korean women demand the best from their skin care products. Their voracious appetite for innovative products drives extensive research and development, which helps bring some of the most innovative skin care products to the beauty world.
- Both industry insiders and consumers in the U.S. are starting to become obsessed with Korean beauty trends.
- Korean beauty products utilize unique ingredients (like snail mucin and bee venom, just to name a few!) and unique product forms (bio-cellulose mask, oil cleanser).
- Mary Kay is at the forefront of research in an effort to bring interesting and unique products to our independent sales force, helping you to be one of the first to offer high-quality K-Beauty products to your customers.

DO YOU WANT TO

**BE YOU**

and improved?

INSPIRED BY  
**KOREAN  
BEAUTY**



**NEW!**  
**TimeWise Repair®**  
**Lifting Bio-Cellulose Mask**

**MARY KAY®**

## What Is Bio-Cellulose?

- Bio-cellulose is a pure, plant-based material derived from coconut water.
- Its interlocking fibers form a highly absorbent, three-dimensional "fabric," allowing the mask to be generously infused with a complex of beneficial ingredients known for their skin-conditioning benefits.
- This flexible material also gives the *TimeWise Repair®* Lifting Bio-Cellulose Mask a unique, face-hugging fit, keeping skin in close contact with the complex during 20 to 30 minutes of pampering "me" time.

**SEE A VISIBLE LIFT  
IN JUST TWO WEEKS.\***

A majority of women agreed

**After a single use:**

- ✓ Mask increases skin moisture levels for 24 hours.\*\*
- ✓ Skin is visibly more radiant, soft and smooth.

**After two weeks of use:\***

- ✓ Skin looks lifted and firmed.
- ✓ Skin is younger-looking.
- ✓ Skin appears more luminous.

