

# **CLEAR PROOF®**

PRODUCT KNOWLEDGE WORKSHOP

# INTRODUCING CLEAR PROOF®

**Power Statement:**

**Clear the way to more beautiful skin.**

When you suffer from acne, you want a solution – you want to clear up your skin to face each day feeling beautiful and confident.

Mary Kay® Clear Proof® Acne System can be your solution.



# ALL ABOUT ACNE

*It seems like a pimple just appears overnight. But it's actually a process two or three weeks in the making. Acne forms as a result of one main reason — a clogged pore.*

## HOW ACNE FORMS

- As surface skin cells die, they can sometimes shed unevenly and clump together in the pore.
- Oil produced inside the pore mixes with these clumps and forms a plug.
- The plug traps oil that continues to be produced, enlarging the pore.
- *P. acnes* bacteria, which naturally exist on the skin, flourish in the oxygen-deprived environment within the clogged pore.  
This can trigger a reaction that can lead to tender, swollen, red lesions.

# KEY INGREDIENTS

## SALICYLIC ACID

- Recognized as an effective acne-fighting ingredient that acts like an exfoliant to promote the easy removal of dead skin cells.
- As such, it helps keep pores unclogged and reduce the build-up of P. acnes bacteria.

# PRODUCTS

## The Regimen

- Clarifying Cleanser for Acne-Prone Skin
- Blemish Control Toner
- Spot Solution for Acne-Prone Skin
- Oil-Free Moisturizer for Acne-Prone Skin

## The Supplements

- Deep-Cleansing Charcoal Mask



The Clear Proof® System for Acne-Prone Skin is a comprehensive skin care approach with several products that feature two percent salicylic acid – a highly effective ingredient to help clear up existing blemishes and help prevent future breakouts. These products are Clarifying Cleanser for Acne-Prone Skin, Blemish Control Toner and Spot Solution for Acne-Prone Skin. These formulas penetrate pores to unblock trapped oil and debris and leave skin looking clearer and healthier.

Clarifying Cleanser for Acne-Prone skin and Spot Solution for Acne-Prone Skin contain the botanicals Canadian willowherb, sea heather and burdock root that have been shown to impact factors\* that may help reduce redness associated with blemishes.

\*Based on in-vitro testing

# CLEAR PROOF® CLARIFYING CLEANSER FOR ACNE-PRONE SKIN

Formulated with 2% salicylic acid, this cleanser gently removes dirt, oil and complexion-dulling impurities.

Clarifying Cleanser for Acne-Prone Skin gently removes dirt, oil and complexion-dulling impurities. It also:

- Deep cleanses skin to penetrate and clear pores
- Helps control shine, leaving skin with a beautiful matte finish
- Helps maintain a clear complexion
- Does not strip skin of moisture
- Leaves skin feeling smooth and fresh
- Rinses clean with no residue

## How to Use:

On a damp face, massage clarifying cleanser into skin and remove with warm water in the morning and evening.



# CLEAR PROOF® BLEMISH CONTROL TONER

Formulated with 2% salicylic acid, this toner helps exfoliate dead surface skin cells and helps keep pores clean.

It also:

- Tones without over-drying
- Cleanses skin completely and helps control shine
- Helps diminish the appearance of pores
- Helps alleviate pimples and whiteheads
- Leaves skin feeling soft and supple

## How to Use:

After cleansing, use a cotton pad to apply blemish control toner all over your face in the morning and evening.



# CLEAR PROOF® SPOT SOLUTION FOR ACNE-PRONE SKIN

Formulated with 2% salicylic acid to target blemishes and help clear them up.

Apply directly to pimples to clear up blemishes without irritating skin

It also:

- Helps minimize the appearance of pores
- Absorbs and dries quickly
- Leaves no residue and is not sticky

## How to Use:

On a clean face, apply directly to blemishes.





# CLEAR PROOF® OIL-FREE MOISTURIZER FOR ACNE-PRONE SKIN

This light-weight and quick-absorbing formula calms and soothes skin while replenishing moisture to provide balanced hydration.

Additionally, this highly effective moisturizer:

- Leaves skin with a beautiful, matte finish
- Improves the appearance of skin's tone
- Helps skin feels healthier, nourished and smooth
- Does not clog pores

## How to Use:

After toning, apply moisturizer to face and neck in the morning and evening.



# DEEP CLEANSING CHARCOAL MASK

This triple-action mask deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

- Activated charcoal acts like a magnet to unclog pores
- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- Extracts of rosemary and peppermint deliver a fresh scent to awaken your senses.
- Revel in the gentle cooling sensation as you smooth the formula across your skin.

\*Based on a 21-day independent consumer study in which 166 men and women with blemish-prone skin used the product two or three times a week

## How to Use:

Two-three times per week, after cleansing apply the mask to your face and wait for 10 minutes. Rinse with warm water.



# ORDER OF APPLICATION

**DAILY:**

Clarifying  
Cleanser



Blemish  
Control Toner



Spot Solution  
(if needed)



Oil Free  
Moisturizer



**2-3x Per Week:**

Deep-  
Cleansing  
Charcoal  
Mask

# THE CUSTOMER

- Anyone looking for an effective regimen for treating their mild to moderate acne will want to try the Clear Proof® Acne System.
- The products that make up the Clear Proof® Acne System were tested on a range of ages and skin types — oily, combination, normal and dry — so you can feel comfortable offering it to all of your acne-prone customers.
- In addition, teens and parents who buy acne products for their teens will appreciate an effective system for clearing the way to more beautiful skin.