

## DEPUFF EYES IN AN INSTANT!



### It's not magic. It's science.

Watch under-eye bags fade like magic science with our latest innovation.

*Mary Kay*® Instant Puffiness Reducer is clinically shown\* to instantly reduce the look of puffiness under the eyes, and the effect lasts for up to six hours!

In a clinical study,\* 96% of panelists showed an instantly visible reduction in puffiness by nearly 27% after using *Mary Kay*® Instant Puffiness Reducer.

96% of panelists also experienced these results:

- Instantly smooths the look of skin under the eyes.
- Temporarily delivers a more toned and lifted look.

Instant Puffiness Reducer is also clinically shown\* to instantly reduce the appearance of lines, wrinkles and crepiness.

When incorporating *Mary Kay*® Instant Puffiness Reducer into your morning or evening routine, you will want to avoid applying eye cream at the same time.

\*Results based on an independent expert evaluator assessing 28 panelists during a six-hour clinical study

POWER STATEMENT

**DEPUFF EYES IN AN INSTANT!**

**How it works:**

It uses a combination of sodium silicate, clays, gums and film formers to draw excess moisture from the eye area. These common cosmetic ingredients are blended to create this innovative, fast-acting formula to bring your eyes back to life. *Mary Kay*® Instant Puffiness Reducer also contains mica, a mineral which has light-reflecting properties and helps to mattify the eye area with a soft-focus effect.

**How to apply:**

- After washing your face, squeeze a rice grain-sized amount (per eye) of *Mary Kay*® Instant Puffiness Reducer on your finger. Instant Puffiness Reducer works best when applied to a clean, dry undereye area, so you will want to skip applying your eye cream and other skin care products in the undereye area to ensure maximum results.
- Consider using Instant Puffiness Reducer in the morning after cleansing, then alternate with eye cream in the evening or vice versa. Your eye cream is still key for long-term age-defying results.
- Avoiding direct contact with your eyes, lightly pat a thin layer to the undereye area; leave damp on skin, and limit facial expressions for a minimum of three minutes while it dries to achieve best results. The full effect should take place after 15 minutes. Because of the inherent nature of the product, some users may experience temporary dryness, tightness or a tingling sensation after applying this product.
- When the product is dry, you may see a powdery residue. Gently remove excess product with your finger or a cotton swab.
- For the best experience, you don't want to wet Instant Puffiness Reducer after it's dried, so avoid applying any skin care products, including your eye cream, directly on top of it. You can still apply your boosters, serums and other products as usual, avoiding the eye area. If you choose to apply foundation and/or concealer to the undereye area, wait 15 minutes, then gently tap on a small amount using a finger or brush. Keep out of reach of children.
- Remove completely with a *Mary Kay*® cleanser or Oil-Free Eye Makeup Remover.



**Formula attributes:**

- Dermatologist-tested.
- Ophthalmologist-tested.
- Tested for skin irritancy and allergy.

