

## Derived from nature.<sup>1</sup> Certified for confidence.



- Quality ingredients derived from nature<sup>1</sup> and unique per product.
- Free of parabens, phthalates, synthetic fragrance and dyes and SLS/SLES
- Gentle formulas for normal to dry skin types and suitable for sensitive skin.

Mary Kay Naturally™ Skin Care is our latest commitment to giving as many women as possible the chance to love our products. And to feel confident in choosing the right products. In addition to our ongoing commitment to quality, safety and rigorously tested products, every Mary Kay Naturally™ product is third-party certified as natural according to comprehensive standards. For our core lineup, we chose COSMOS Natural certified by EcoCert.

**POWER STATEMENT:**

**Derived from nature.<sup>1</sup> Certified for confidence.**

With so many natural skin care choices available, you want to feel confident in choosing the right products for you. Mary Kay Naturally™ was developed with this goal in mind. We obtained outside, third-party certification. We conducted independent consumer and clinical testing to confirm that our formulas are gentle and are suitable for sensitive skin. And our products feature many quality ingredients nature has to offer.

**Naturally derived<sup>1</sup> products for healthy-looking skin**

Mary Kay Naturally™ features quality, effective and naturally derived<sup>1</sup> products that are right in step with your daily routine. Use all the Mary Kay Naturally™ products as your skin care regimen or experience versatile products such as the Nourishing Oil with your current Mary Kay® routine. Whatever your individual needs, we have the products for you!

**Purifying Cleanser**

- Helps remove dirt
- Skin feels soft, refreshed, hydrated and comforted.
- Skin looks healthy and feels nourished and soothed.
- Rinses clean without leaving a tight, parched feeling.
- 99.49% natural origin<sup>1</sup> of total ingredients
- The remaining 0.51% ingredients help blend the formula together and maintain effectiveness.
- For best results, use with a cotton pad on damp skin.

**Nourishing Oil**

- Leaves skin feeling hydrated and nourished.
- Skin is left looking revitalized and with a healthy glow.
- Skin feels satiny smooth, soft and supple.
- Absorbs quickly and feels lightweight
- 100% natural origin<sup>1</sup> of total ingredients
- Can be used all over, including on the face, cuticles, elbows, even ends of hair

**Formula Attributes:**

- Gentle formulas for normal-to-dry skin types
- Suitable for sensitive skin
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested
- Non-comedogenic

**Exfoliating Powder**

- Gently exfoliates skin and leaves it looking healthy.
- Skin feels smoother and softer.
- Preps skin for the next step in your routine.
- Exfoliating lifts away complexion-dulling dead skin cells.
- 100% natural origin<sup>1</sup> of total ingredients
- Can be used 2 to 3 times per week or daily if preferred

**Moisturizing Stick**

- Convenient, targeted balm leaves skin feeling moisturized and conditioned to help relieve dry patches.
- Provides immediate relief from dryness
- Helps soften rough patches.
- Skin feels nourished, soothed and softer.
- 100% natural origin<sup>1</sup> of total ingredients
- Use on any dry areas, such as face, elbows, knees, cuticles or heels. *(If using in multiple areas, it is recommended to have a Moisturizing Stick dedicated only to the heels/feet and only to the lips.)*

**Use Up Rate:**

- Purifying Cleanser, approx.. 2 months used 2X daily.
- Exfoliating Powder, approx.. 2.5 months used 1X daily.
- Nourishing Oil, approx.. 2 months used 2X daily.
- Moisturizing Stick, approx.. 2 months depending on usage.

<sup>1</sup>At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards — currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [[www.MaryKay.com/Naturally](http://www.MaryKay.com/Naturally)]

