

OUR SCIENTISTS SAY,

“ The moisturizers in Mary Kay’s skin care lines are an essential step for providing needed moisture to the skin. Some women may require extra hydration at various times, and that’s why Mary Kay has customized products to enhance the skin’s hydration. ”

Factors like temperature, humidity, age and hormones can upset the skin’s moisture balance.



Experts recommend optimal moisturization for all skin types to leave skin soft, smooth, and youthful-looking.

FACT: Oil and moisture are two different things. Oily skin can be as dehydrated as dry skin.

PRODUCT POSITIONING

Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.

BENEFITS AND CLAIMS

- Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth
- Leaves the skin feeling hydrated for up to 10 hours

TARGET CUSTOMER

- Customers with dry skin

HOW IT WORKS

- Intense Moisturizing Cream helps replenish skin's optimal moisture and forms a protective shield to minimize moisture evaporation.

KEY INGREDIENTS AND FUNCTIONS

Glycerin	Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture.
Algae extract	Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture.

APPLICATION INSTRUCTIONS

- Apply after your regular moisturizer as needed.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Firming Eye Cream

USE-UP RATE

- 2 months, when used twice a day

CHARACTERISTICS

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

Product	Extra Emollient Night Cream	Intense Moisturizing Cream	Oil-Free Hydrating Gel
Skin Type	Very dry skin	Dry skin	Normal to oily skin
Product Description	Fragrant, translucent moisturizing cream	Rich, luxurious cream	Non-greasy, lightweight gel
Product Benefits	Helps maintain the natural moisture of the face, and allows increased hydration in dry areas. Excellent for dry patches, especially on hands, elbows and feet.	Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth. Leaves the skin feeling hydrated for up to 10 hours.	Non-greasy gel absorbs quickly, leaving skin cool and refreshed. Hydrates skin for up to 10 hours.
When to Use	Apply after your regular moisturizer as needed – only use in the evening.	Apply after your regular moisturizer as needed – morning, evening or both.	Apply after your regular moisturizer as needed – morning, evening or both.

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