



# TimeWise® Even\* Complexion Essence

**Get it FREE  
Beginning May  
16th with your  
order!**



**Suggested Retail \$32**

Power statement:

Using our patent-pending Lucentrix™ complex, TimeWise® Even Complexion Essence is clinically shown to restore skin's natural, even tone by helping reduce visible dark spots and reverse skin discoloration as part of a comprehensive anti-aging program.

**84%** of panelists experienced more even skin tone.†  
†As seen by a dermatologist in a 12-week clinical study

When it comes to younger-looking skin, what do women want in addition to reducing fine lines and wrinkles? They want more even skin tone, dark spots minimized and skin discoloration to be reversed. And you can offer every woman these anti-aging benefits with TimeWise® Even Complexion Essence. It works for all skin tones — from ivory to beige to bronze.

#### **What's the buzz in the marketplace?**

From beauty editors to dermatologists to women worldwide, everyone is talking about ways to even skin's natural tone. It's a must-have benefit women demand from their age-fighting skin care programs. And they want to achieve visible results at home.

#### **Who are your customers?**

Any woman with age spots, freckles or similar variations in her skin tone who wants a more even-colored complexion will want this product. This includes bronze-skin-toned women who experience dark spots caused by irritation associated with acne blemishes.

#### **How does TimeWise® Even Complexion Essence fit within the TimeWise® product line?**

While lines and wrinkles are associated most with aging, uneven skin tone is another visible sign. TimeWise® Even Complexion Essence addresses this aspect of aging skin. For the most dramatic, wide-ranging anti-aging results, your customers will want to use the Miracle Set and TimeWise® Even Complexion Essence together.

#### **How does TimeWise® Even Complexion Essence work?**

Dark spots and skin discoloration are often caused by sun exposure or irritation associated with acne blemishes (on bronze skin tones). These triggers activate pigment-producing cells that form melanin, which eventually travels to the surface of the skin, causing freckles, dark spots and uneven coloration to appear. When you can interrupt the appearance of melanin on the surface of your skin, the result is more even skin tone.

To help prevent further damage, it's **essential** to use an SPF product, such as TimeWise® Day Solution Sunscreen SPF 25\* in addition to TimeWise® Even Complexion Essence.

#### **What makes TimeWise® Even Complexion Essence different from other even complexion products?**

Our patent-pending Lucentrix™ complex is exclusive to Mary Kay. Plus, TimeWise® Even Complexion Essence is a concentrated serum clinically shown to work on all skin tones.

#### **How is TimeWise® Even Complexion Essence different from TimeWise® Day Solution Sunscreen SPF 25\* and Night Solution?**

TimeWise® Even Complexion Essence actually helps to reduce visible dark spots and reverse skin discoloration to restore skin's natural, even tone. And it contains no sunscreen. Your customers will want to use TimeWise® Day Solution Sunscreen SPF 25\* and Night Solution to help prevent and fade lines and wrinkles. With an SPF of 25, TimeWise® Day Solution Sunscreen SPF 25\* helps prevent fine lines and discoloration before they occur by blocking damaging UVA/UVB rays. And TimeWise® Night Solution provides a unique delivery system of encapsulated vitamins and antioxidants combined with a collagen-enhancing peptide that helps fade away deep lines and wrinkles.

#### **How soon can your customers expect results from TimeWise® Even Complexion Essence?**

Since damage to the skin doesn't happen overnight, neither does the process to restore skin's natural tone. Some results can be seen in as little as four weeks. And with continuous, consistent use of TimeWise® Even Complexion Essence twice a day, your customers can see the powerful results of a more radiant, even complexion get even better.

#### **How often can you expect your customers to reorder?**

Your customer will be ready to reorder in about 1 1/2 to 2 months when using TimeWise® Even Complexion Essence twice a day.