

OUR PRODUCT MARKETING GROUP SAYS,

“ Botanical Effects™ skin care is a simple regimen designed to help your skin achieve healthy balance. Every product in all three formulas contains a special botanical complex - featuring silymarin and Luo Han Guo - to help defend against environmental damage and help promote healthy skin. ”



Personalized botanicals deliver holistic benefits by skin type. Leaves dry, normal and oily skin - even if it's sensitive - feeling balanced.

Created with packaging that's gentle on the planet.

We tested the regimen to make sure those with sensitive skin could share in the beauty of its botanical benefits. All products contain a special antioxidant-rich botanical complex and are hypoallergenic and formulated without synthetic dyes or added fragrance.

The price is easy on your budget.

FACT: Each of the tube sleeves - Cleanse, Hydrate and Mask - contain 50% post-consumer resin (PCR) material. So what was destined for a landfill instead gets a new lease on life as part of our packaging.

PRODUCT POSITIONING

The goodness of botanicals. It's what your skin craves.

BENEFITS AND CLAIMS

My skin looks healthy!

That's what nine out of 10 women said after using Botanical Effects™ skin care in an independent consumer study*.

Here's what else they had to say:

- 88% said it leaves skin feeling nourished
- 86% said it revitalizes skin
- 83% said it enhances skin's natural beauty
- 80% said it leaves skin looking radiant

*Results reported during a one-week independent consumer study.

IDEAL CUSTOMER

- Any woman looking for a personalized approach to caring for the basic needs of her skin, and that isn't yet concerned about the signs of aging.
- Women who may have sensitivities to certain ingredients.
- Customers using Classic Basic® products will love this updated, fresh approach to customized skin care.

HOW IT WORKS

- Every product in all three formulas contains a special botanical complex -- featuring silymarin and Luo Han Guo -- to help defend against environmental damage and help promote healthy skin. Then each formula is personalized with additional botanicals specifically chosen to give your skin type just what it craves for beautiful balance.
- Dry skin finds its harmony with flax seed and sea kelp extracts, which are known sources of fatty acids important for moisturization.
- Normal skin is treated to the antioxidant powers of frangipani flower and water lily extracts.
- And oily skin gets pore-clearing help from a kanuka and guava extracts-infused formula.

KEY INGREDIENTS AND FUNCTIONS

Silymarin (milk thistle)	A powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin
Luo Han Guo	Also called the "longevity" fruit, is known to contain potent antioxidants and also believed to help promote healthy skin

ORDER OF APPLICATION

- Cleanse, Mask (twice a week), Freshen, Hydrate

APPLICATION INSTRUCTIONS

- Just cleanse and hydrate morning and night to reveal radiant-looking skin.
- Add the mild, gentle freshener for an added feeling of clean and refreshed skin.
- And choose the mask to deep clean and revitalize skin.
- It's up to you. You design the regimen that's perfect for you.

CROSS-SELLING OPPORTUNITIES

- Oil-Free Eye Makeup Remover
- Satin Lips® Set
- Beauty Blotters® Oil-Absorbing Tissues
- Mary Kay® Compact Mini

USE-UP RATE

- Cleanse: 1-2 months if used twice a day
- Hydrate: 3 months if used twice a day
- Freshen: 1-2 months if used twice a day
- Mask: 5-6 months if used twice a week

CHARACTERISTICS

✓	Formulated for sensitive skin
✓	Dermatologist-tested
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Hypoallergenic
✓	Non-comedogenic
✓	Synthetic dye-free
✓	Non-comedogenic