

OUR PRODUCT MARKETING GROUP SAYS:

True Dimensions™ Lipstick effortlessly blends alluring femininity with the beauty of science. The advanced formula targets the key qualities that give lips their contour and dimension — fullness, plumpness and firmness.



FACT: For a more precise application of the lipstick, use a lip brush. Or use your fingertip for a more sheer and subtle look.

**POWER STATEMENT:**

**Intensely moisturizing. Exquisitely smoothing.  
It's like a color-infused fountain of youth for your lips.**

**BENEFITS AND CLAIMS**

Lips feel moisturized all day – that's what 3 out of 4 women experienced after trying True Dimensions™ Lipstick.\* Here's what else they raved about:

- 92% said it feels soothing, moisturizing and comforting on lips
- 76% said lips appear younger, voluptuous and line-free
- 85% agreed it replenishes and conditions lips, leaving them looking their healthy best
- 87% said lips look smoother and feel supple

\*Results reflect the percentage of women who agreed with the statement during a one-week independent consumer study.

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**TARGET CUSTOMER**

- Any woman who wants an intensely moisturizing lipstick for soft-feeling lips.
- Fashion-forward women who love to accessorize with rich, stay-true lip color.
- Women who want to care for the future of their lips with advanced skin care ingredients in a formula that smoothes fine lines and helps lips look fuller.

**THE SCIENCE BEHIND THE PRODUCT**

- **Like a fountain of youth for lips.** Contains a complex with two age-defying ingredients — an extract from the portulaca pilosa plant, also known as the “kiss me quick” plant, and palmitoyl tripeptide-38. This complex helps to boost the production of collagen\*, a protein that plays a vital role in supporting the skin's structure to help give it firmness and volume. It also helps to boost the production of hyaluronic acid\* and aquaporin 3\* (AQP3). Hyaluronic acid is important for retaining moisture in skin. AQP3 are proteins that create “channels” to help water travel to where it's needed most, helping with skin hydration. Retaining moisture in the skin promotes a plumping effect for fuller-looking lips.

\*Based on in vitro testing of key ingredients

In addition, True Dimensions™ Lipstick contains:

- **Age-Defying Complex** (Portulaca Pilosa Plant Extract and Palmitoyl Tripeptide-38) – Helps to boost the production of collagen\*, hyaluronic acid\* and aquaporin 3\*  
\*Based on in vitro testing of key ingredients
- **Vitamin E** (Tocopheryl Acetate) – A powerful antioxidant to help protect lips from free radicals and environmental damage
- **Sunflower Seed Oil, Jojoba, Mango Butter** — A nourishing blend of ingredients provided by nature which are known for their moisturizing benefits.

**APPLICATION INSTRUCTIONS**

- Starting at the center of the top lip, sweep color to outside corner, and repeat on the other side. Then sweep across the bottom lip from corner to corner.

**CROSS-SELLING OPPORTUNITIES**

- TimeWise® Age-Fighting Lip Primer
- Satin Lips® Lip Set
- Mary Kay® NouriShine Plus™ Lip Gloss
- Mary Kay® Lip Liner

**CHARACTERISTICS**

- ✓ Fragrance-free
- ✓ Suitable for sensitive skin
- ✓ Tested for skin irritancy and allergy

**USE UP RATE**

Depends upon individual customer's lipstick usage