

MEDICAL RESEARCHERS TELL US,

“ The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and the hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention. ”



The top phase removes waterproof eye makeup, and the bottom phase removes non-waterproof eye makeup. Shake well for maximum effectiveness.

This unique, two-phase product gently removes even waterproof eye makeup without rubbing, pulling or tugging.



FACT: The skin around the eyes is the thinnest, most-delicate skin on the face.

PRODUCT POSITIONING

Gently removes all types of eye makeup, without leaving skin feeling greasy.

BENEFITS AND CLAIMS

- Gently removes all types of eye makeup, including waterproof
- Does not leave skin feeling greasy

TARGET CUSTOMER

- Women who wear eye makeup

HOW IT WORKS

- The dual phase, oil-free formula gently removes all types of eye makeup.
- The top phase removes waterproof eye makeup and the bottom phase removes non-waterproof eye makeup.
- Because the two phases work together, you should shake the bottle well for the product to be effective.

KEY INGREDIENTS AND FUNCTIONS

Dimethicones (general category)	Solvent: Liquid capable of dissolving materials in a product. Water is one of the most common solvents. Cleansing Agent: Dissolves oils and trapped soil to assist in removal from the skin. These ingredients often may contribute to the foaming and lathering properties of the product.
Poloxamer 184	Cleansing Agent: Dissolves oils and trapped soil to assist in removal from the skin. These ingredients often may contribute to the foaming and lathering properties of the product.

APPLICATION INSTRUCTIONS

- Shake until blended. Apply a small amount to cotton ball or pad. Gently wipe away all traces of eye makeup.

YOU MAY ALSO LIKE

- Mary Kay® Ultimate Mascara
- Lash Love® Waterproof Mascara
- Lash Intensity® Mascara
- Lash Love® Mascara
- Lash Love® Lengthening Mascara
- Mary Kay Chromafusion™ Eye Shadow
- TimeWise® Firming Eye Cream
- Age Minimize 3D™ Eye Cream

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers
✓	Hypoallergenic

USE-UP RATE

- Approximately 4 months