

OUR PRODUCT MARKETING GROUP SAYS,

“ Very few of us have perfect skin – not even models! That’s why primer is a must-have product if you want the most flawless look possible. So unique, it has a patent-pending, oil-free formula that can be used with all Mary Kay® foundations. ”



FACT: Foundation primers have been a secret of professional makeup artists for years to give models and celebrities flawless looking skin. Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* perfects skin as it enhances foundation benefits and extends foundation wear. In fact, some women that tried the product believed that the Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* helped foundation maintain an acceptable appearance for 9 hours or more.

*Over-the-counter drug product.

PRODUCT POSITIONING

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* acts as an invisible “buffer” that not only fills in imperfections, but also acts like a “magnet” to give your foundation real staying power. Applied after moisturizer, the lightweight gel glides on effortlessly and dries quickly, and is formulated to diffuse light which helps reduce the appearance of fine lines, wrinkles and pores. Plus, the formula is not only oil-free, but also contains an ingredient that absorbs excess oil as an added bonus. It also provides a layer of broad-spectrum SPF 15 sun protection!

BENEFITS AND CLAIMS

This lightweight formula glides on effortlessly and dries quickly to create the perfect canvas for a flawless foundation application. And women love how it makes their skin look. Here’s what they had to say in a two-week independent study**:

- 98% said it applies smoothly and evenly
- 90% said it helped skin look smoother
- 87% said it helped perfect the appearance of skin
- 85% said it helped reduce the appearance of pores
- 85% said it extended the wear of makeup
- 81% said skin looks healthier and helps skin look firmer

**Results reported during a two-week independent consumer study

When worn alone it still provides these skin-perfecting benefits:

- It helps even out skin texture
- It helps reduce the appearance of pores, fine lines and wrinkles, and other skin imperfections
- It helps improve skin’s complexion.

TARGET CUSTOMER

- Women who are looking for priming benefits for a flawless look – 74% of women do not use a foundation primer†
- Women who currently use eye and/or lip primer and want the same benefits for their face
- Women who use any and all types of foundation, including all Mary Kay® foundations
- Women and men who want a smoother, more flawless-looking complexion even if they’re not wearing foundation

HOW IT WORKS

- This patent-pending formula contains silica, a mineral optical diffuser that helps skin look smoother by helping reduce the visible signs of skin imperfections. Plus, skin-conditioning agents provide a smooth canvas for foundation application while the formula helps extend the wear of makeup. And, now it also helps protect against harmful UV ray damage.

KEY INGREDIENTS AND FUNCTIONS

Silica	A highly porous, ultrafine mineral that absorbs oil and acts as an optical diffuser to help skin look smooth
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APPLICATION INSTRUCTIONS

- Apply after your final skin care step to entire face and blend gently using your fingertips to create the perfect canvas for foundation application.

CROSS-SELLING OPPORTUNITIES

- All Mary Kay® foundations
- Mary Kay® Concealer
- Mary Kay® Facial Highlighting Pen
- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	All skin types

USE-UP RATE:

Average use 1-2 months

* Over-the-counter drug product.

† Source: A national consumer survey conducted by an independent research firm, Directive Analytics