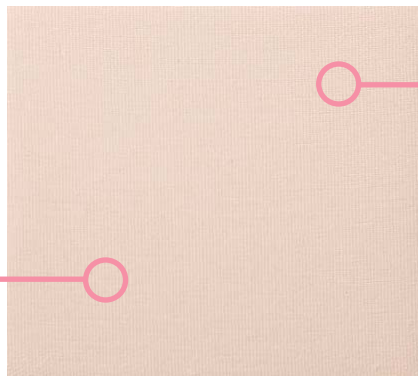


OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

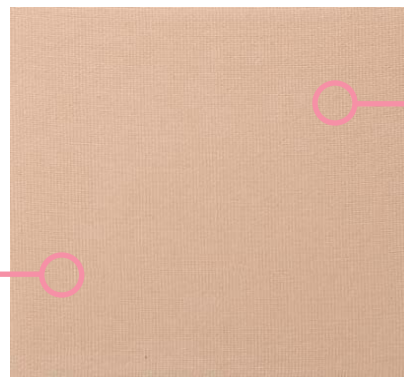
“ Women are rediscovering the beauty of powder. It is the ultimate multitasking makeup product. It gives the face a smooth appearance. It holds concealer in place. And it sets foundation. ”

Applies smoothly and imparts minimal color for a natural-looking finish



Helps control shine and excess oil for at least 8 hours

Steel pan fits perfectly into the Mary Kay® Compact



Ideal for all skin types

FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

POWER STATEMENT

Lightweight, ultrafine powder imparts an invisible layer of oil-absorbing coverage that keeps makeup looking fresh throughout the day.

BENEFITS & CLAIMS

- Provides sheer coverage
- Helps control shine and excess oil
- Feels lightweight and silky
- Imparts little color payoff to the skin
- Looks natural (never looks dry or chalky)
- Helps minimize the appearance of lines
- Blends evenly and easily
- Glides on easily
- Delivers flawless application
- Does not leave skin feeling oily/greasy
- Leaves skin feeling fresh
- Does not settle into fine lines and wrinkles
- Provides long-lasting wear
- Keeps makeup looking fresh throughout the day

TARGET CUSTOMER

- Women who desire a smooth finish
- Women who like a matte, flawless finish
- Women who prefer oil-control products

HOW IT WORKS

- Applies smoothly and imparts minimal color for a natural-looking finish
- Can be used for touch-ups throughout the day

KEY INGREDIENTS & FUNCTIONS

Vitamin E	Helps protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

- Sweep powder brush across the pressed powder. Tap off excess.
- Using light, long, downward strokes, apply powder on forehead and work down to the chin, covering the entire face to set makeup and leave a soft, matte finish.
- Apply *after* applying foundation and *before* applying color cosmetics

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Mineral Eye Color
- Mary Kay® Mineral Cheek Color
- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Mineral Highlighting Powder
- Mary Kay® Compact
- Oil-Free Hydrating Gel
- Acne Treatment Gel*
- Beauty Blotters® Oil-Absorbing Tissues

* OVER- THE -COUNTER DRUG PRODUCT

USE-UP RATE

- 2 to 3 months, when applied twice a day

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy
✓	Clinically tested for skin allergy
✓	Oil-free
✓	Non-comedogenic
✓	Dermatologist-tested