

***TimeWise*[®] Matte 3D and Luminous 3D Foundations**

Frequently Asked Questions

1. Why did you change *TimeWise*[®] foundations?

Our exclusive *IntelliMatch*[™] Technology provides the right shade for significantly more women without expanding the number of shades. For your loyal customers, we ensured that the coverage, feel and finish that they love is maintained with the new formula, but now more women than ever can find their perfect shades.

Plus, women expect more benefits and crossover between color and skin care, so we amped up the age-defying benefits to include our patent-pending *Age Minimize 3D*[®] Complex. This is the same complex in the *TimeWise Miracle Set 3D*[®] and complements the last step to her morning skin care routine.

2. What is *IntelliMatch*[™] Technology?

Our exclusive *IntelliMatch*[™] Technology allowed us to capture thousands of data points of women's skin tones. These data points include the foreheads, cheeks and décolletages of women from around the world. We used this data to map the tones across the spectrum from fairest to deepest, warmest to coolest, and everywhere in between.

Once we could see all of the real skin tones, we then mapped our *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundation and *TimeWise*[®] *Matte-Wear*[®] Liquid Foundation shades to see how well they covered the tones we captured. We then optimized our offerings – we kept the shades that matched many tones and created new shades to cover the gaps of the true skin tones we captured. This allows us to have more shades that are accurate for more women without expanding the total number of shades.

3. Why are there more matte shades offered than luminous shades?

The recent, complex move to our new Richard R. Rogers Manufacturing/R&D Center in November 2018 and the ongoing transition to the new systems and processes created the need to prioritize production timelines for upcoming product launches. To help ensure that timelines and capacity would meet the most immediate needs of those launches, we looked at historical ordering patterns.

For the new foundations launch, we looked at ordering patterns of the current shades and finishes and saw that some shades in matte are significantly more popular than those same shades in luminous. More specifically, Independent Beauty Consultants order bronze shades in matte at a rate of 10:1 over bronze shades in luminous. Therefore, to maximize production and capacity for the launch in May, we will offer *TimeWise*[®] Matte 3D Foundation in all shades and *TimeWise*[®] Luminous 3D Foundation in ivory and beige, with bronze luminous shades arriving later this year. Until

then, the current *TimeWise*[®] *Luminous-Wear*[®] Foundation in the bronze shades will still be available.

4. How is the new *TimeWise*[®] Matte 3D Foundation different from *TimeWise*[®] Matte-Wear[®] Liquid Foundation?

With *TimeWise*[®] Matte 3D Foundation, you still get a beautiful matte finish with buildable medium to full coverage, but now you get so much more.

- ***IntelliMatch*[™] Technology:** While we kept several popular shades, we invested in our exclusive *IntelliMatch*[™] Technology to help ensure an authentically true match to more skin tones. This allowed for significant optimization of the number of women who can find their perfect shades.
- ***Age Minimize 3D*[®] Complex:** We also included our patent-pending *Age Minimize 3D*[®] Complex to complement the age-defying benefits of the *TimeWise Miracle Set 3D*[®].
- **Packaging:** We added a clear band on the tube to showcase the beautiful array of shades.
- **Undertone:** We included the undertone, indicated by C for cool, N for neutral or W for warm in the shade name to help make shade selection easier.

5. How is the new *TimeWise*[®] Luminous 3D Foundation different from *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundation?

With *TimeWise*[®] Luminous 3D Foundation, you still get a beautiful luminous finish with buildable medium to full coverage, but now you get so much more.

- ***IntelliMatch*[™] Technology:** While we kept several popular shades, we invested in our exclusive *IntelliMatch*[™] Technology to help ensure an authentically true match to more skin tones. This allowed for significant optimization of the number of women who can find their perfect shades.
- ***Age Minimize 3D*[®] Complex:** We also included our patent-pending *Age Minimize 3D*[®] Complex to complement the age-defying benefits of *TimeWise Miracle Set 3D*[®].
- **Packaging:** We added a clear band on the tube to showcase the beautiful array of shades.
- **Undertone:** We included the undertone, indicated by C for cool, N for neutral or W for warm in the shade name to help make shade selection easier.

6. What is the suggested retail price for *TimeWise*[®] Matte 3D and Luminous 3D Foundations?

Both *TimeWise*[®] Matte 3D and Luminous 3D Foundations will be offered for \$25 each (suggested retail). We never compromise when it comes to the quality and safety of our products, and we want to select the best ingredients possible. Our new *TimeWise 3D*[™] foundation formula is infused with our latest skin care technology, the patent-pending *Age Minimize 3D*[®] Complex, to complement the benefits of *TimeWise Miracle Set 3D*[®].

7. Can *TimeWise 3D™* foundations be used with any *Mary Kay®* skin care regimen?

Yes. Any woman looking for buildable medium-to-full coverage, 12 hours of wear, a perfect match to her skin tone plus age-defying benefits will love *TimeWise®* Matte 3D or Luminous 3D Foundations.

8. Why did the shade names change?

We kept the familiar general skin tone references – ivory, beige or bronze – and a numbering system to indicate depth of shade within the skin tone (lightest to darkest from low number to high). Then to help with easier shade selection, we added an undertone reference: C=Cool, N=Neutral or W=Warm.

9. How do I apply *TimeWise®* Matte 3D and Luminous 3D Foundations?

You can apply *TimeWise®* Matte 3D and Luminous 3D Foundations with your fingertips or with your favorite *Mary Kay®* makeup tool. The *Mary Kay®* Blending Sponge is designed to be dampened prior to use, allowing for a more sheer application. The *Mary Kay®* Liquid Foundation Brush allows you to achieve the true medium coverage of the foundation and to build coverage. And the *Mary Kay®* Blending Brush helps evenly apply the foundation for an effortless, full-coverage finish.

10. How do I shade match my current and new customers with the new *TimeWise®* Matte 3D and Luminous 3D Foundations?

Independent Sales Directors will be receiving the Foundation Finder Tool and Conversion Chart in their May Buzz Kits, and the Foundation Finder Tool will be available to all Independent Beauty Consultants for \$5 on Section 2 of the Consultant order form and in Starter Kits beginning in May. Additional tools and education will be available to assist with shade matching techniques closer to launch.

11. Are *TimeWise®* Matte 3D and Luminous 3D Foundations suitable for all skin types? Are they suitable for sensitive skin?

Both finishes work well for all skin types, but *TimeWise®* Matte 3D is recommended for combination to oily skin due to its shine control and oil-absorbing properties. *TimeWise®* Luminous 3D Foundation is recommended for normal to dry skin types due to its moisturizing properties. Both are suitable for sensitive skin.

12. Do *TimeWise®* Matte 3D and Luminous 3D Foundations contain added fragrance?

No. Neither finish contains added fragrance.

13. Do the new *TimeWise 3D™* foundations have the same scent as the *TimeWise Miracle Set 3D®*?

No. The new *TimeWise 3D™* foundations do not have the same scent as the *TimeWise Miracle Set 3D®* since their base ingredients are different.

- 14. Do the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations contain SPF?**
No. We recommend using the *Mary Kay*[®] Foundation Primer Sunscreen Broad Spectrum SPF 15.*
- 15. Where can I find more information on the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations?**
Information will continue to be added to this *TimeWise 3D*[™] foundations hub. Please refer to the *TimeWise 3D*[™] Foundations Road Map for Launch for the schedule of updates. The hub will go live to all Independent Beauty Consultants on April 1.
- 16. When are the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations launching?**
The new *TimeWise*[®] Matte 3D and Luminous 3D Foundations are launching in May.
- 17. Is the fill weight of the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations the same as the current *TimeWise*[®] Matte-Wear[®] and *TimeWise*[®] Luminous-Wear[®] Liquid Foundations?**
Yes. The 1-ounce fill weight has remained the same.
- 18. Will the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations be included in the 5/19 Buzz Kits?**
Yes. Independent Sales Directors who are enrolled in the Buzz Kit program will receive an assortment of foundations in their 5/19 Buzz Kits that they should receive in mid-April. In addition to the product, they will also receive the new updated Foundation Finder Tool, educational content and literature as well as marketing tools.
- 19. Will the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations be included in the Starter Kits?**
Mary Kay[®] CC Cream Sunscreen Broad Spectrum SPF 15* will remain in the Starter Kit, but we have added the new Foundation Finder Tool.
- 20. What is the cost of the Foundation Finder Tool?**
The new updated regular-line Foundation Finder Tool will be offered on Section 2 of the COF for \$5 fixed wholesale. The tool will have all foundation forms represented on it and will also be included in Starter Kits beginning in May.
- 21. Will the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations be included in the *Great Start*: product bonus bundles?**
The *Great Start*: product bonus bundles will feature the new *TimeWise*[®] Matte 3D and Luminous 3D Foundation options at the time of launch.

22. Will there be Section 2 samples available for the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations?

Yes. There will be Section 2 samples available for every shade at launch. We are also offering value-priced limited-edition[†] Section 2 sample bundles that allow you to purchase all of the matte shades or all of the luminous shades at a discount with one easy click.

23. What is the use-up rate?

The use-up rate will be similar to what you see with your current *TimeWise*[®] *Luminous-Wear*[®] and *TimeWise*[®] *Matte-Wear*[®] Liquid Foundations: about five weeks with daily use. However, the use-up rate depends on application, coverage and frequency of use.

24. Why did we move to a three-digit shade name numbering system?

By incorporating a three-digit numbering system, we have allowed ourselves room to grow. Over time, new shade needs may arise, and we will be able to fit them into the lineup and maintain our sequential shade depth due to the three-digit indicators. The three-digit numbering system is the new industry standard, and we worked with Mary Kay Global Beauty Ambassador Luis Casco throughout the development of our numbering system.

25. When will all Independent Beauty Consultants hear about the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations?

Independent Beauty Consultants will find out about the launch at Career Conference where it will be announced from the stage. If they do not attend Career Conference, they will learn about it in April 1 communications to the independent sales force.

26. What foundations are phasing out at the time of the new launch?

All *TimeWise*[®] *Matte-Wear*[®] Liquid Foundation shades and most *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundation shades will phase out in May when we launch the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations. However, *TimeWise*[®] *Luminous-Wear*[®] bronze shades will continue to be available until the replacement shades launch. We will also be phasing out the *Mary Kay*[®] Medium-Coverage Foundation. The new matte formula has a buildable medium-to-full coverage and 12-hour oil control to meet the needs of both *TimeWise*[®] *Matte-Wear*[®] Liquid Foundation and *Mary Kay*[®] Medium-Coverage Foundation users.

27. Is the consistency of the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations comparable to the current *TimeWise*[®] *Matte-Wear*[®] and *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundations?

The consistency of the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations is very comparable to what you and your customers are used to with the current *TimeWise*[®] *Matte-Wear*[®] and *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundations. You will

experience a smooth, easy application with medium-to-full coverage and age-defying benefits from our patent-pending *Age Minimize 3D*[®] Complex.

28. How many shades are being offered in the new *TimeWise*[®] Matte 3D and Luminous 3D Foundations?

In May 2019, we will be launching 46 SKUs with a variety of shades and finishes.

29. How do I find the right shade conversion for my *Mary Kay*[®] Medium-Coverage Foundation users?

We recommend shade matching those individuals the same way you would a new customer. Start with the Foundation Finder Tool to determine which shade most closely matches their skin tone and then stripe test with that shade, plus one shade lighter and one shade darker.

30. Will we receive a conversion chart that includes all *Mary Kay*[®] foundations?

Yes. We are working on it, and the chart will be shared prior to the May launch.

†Available while supplies last

*Over-the-counter drug product