



TimeWise® Targeted-Action™ Line Reducer

Power statement:

TimeWise® Targeted-Action™ Line Reducer firms and tightened lines and wrinkles. See results within minutes. See lasting results over time.

See Results in Just 10 Minutes

TimeWise® Targeted-Action™ Line Reducer was shown to be effective in three separate studies. In one study, just 10 minutes after TimeWise® Targeted-Action™ Line Reducer was applied, a leading dermatologist saw that lines and wrinkles on the forehead and around the eyes appeared less noticeable.

Shown Effective in Three Separate Studies



UP to **33%** fewer forehead lines and wrinkles
UP to **50%** fewer crow's-foot area lines and wrinkles

In a second clinical study, after women used the product every day during the test period, a leading dermatologist saw a significant improvement in the appearance of lines and wrinkles on the forehead and around the eyes. And improvement was also seen in these other wrinkle-prone and often hard-to-treat areas: between the brows, from the nose to the corner of the mouth (sometimes called laugh lines), and between the mouth and chin (sometimes called marionette lines).

And Here's What Women Saw

In an in-depth consumer study, within minutes of application, here's what women said:
66% said lines looked smoother and softer. 62% agreed their skin felt tighter.
60% said their skin looked firmer.
61% said their skin looked relaxed, giving them a more youthful look.

WHAT'S THE BUZZ IN THE MARKETPLACE?

Women want to get rid of lines and wrinkles in specific areas - sometimes known as expression lines. And they'd like to do it without going to a doctor's office for expensive, painful injections.

WHO ARE YOUR CUSTOMERS?

Anyone who wants a fresher, more youthful look. And especially those customers already using other innovative TimeWise® age-fighting products.

HOW IS TIMEWISE® TARGETED-ACTION™ LINE REDUCER DIFFERENT THAN OTHER PRODUCTS ON THE MARKET?

While there are plenty of products that promise to "erase" expression lines, many of these products offer only temporary benefits that disappear the second you wash your face. Mary Kay wanted to go beyond the temporary benefits to offer women more. TimeWise® Targeted-Action™ Line Reducer is a highly effective product shown to deliver immediate visible benefits to the forehead and crow's-foot area, two places that are especially vulnerable to expression lines and wrinkles. But it doesn't stop there. With continued use over time, TimeWise® Targeted-Action™ Line Reducer also delivers lasting benefits not only to the forehead and eye areas, but also to the other places on the face where lines and wrinkles have a tendency to "settle."



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HOW DOES TIMEWISE® TARGETED-ACTION™ LINE REDUCER WORK?

Because this is a targeted product, scientists at the Mary Kay Skin Care Laboratories looked for ingredients that would deliver visible benefits to very specific areas on the face:

Light-reflecting microspheres act like thousands of tiny mirrors, deflecting light away from lines and wrinkles so they look softened and visually less pronounced within minutes of application. Gliadin, a rich source of amino acids, invisibly “fills in” lines and wrinkles, firming and tightening skin without inhibiting facial expression. Three extremely effective antioxidants — pomegranate extract and vitamin A and E derivatives — deliver benefits day after day by neutralizing the free radicals that can cause premature aging of the skin and by helping to strengthen skin’s natural defenses against negative environmental effects. The applicator delivers a precise amount of product to specific areas that need it most.

HOW DO YOUR CUSTOMERS APPLY TIMEWISE® TARGETED-ACTION™ LINE REDUCER?

The first time it’s used, just twist the base of the click pen repeatedly until the product flows toward the tip. The next time, you will only need to twist the base a single click for the product to appear. Place it directly on lines and wrinkles, then gently pat the product into place with a fingertip. Be careful not to “over pat” or you might lessen the effectiveness of the formula. And if the treated areas develop a “powdery” finish, that’s a sure sign too much has been used.

HOW DOES TIMEWISE® TARGETED-ACTION™ LINE REDUCER WORK WITH OTHER TIMEWISE® PRODUCTS?

Beautifully. All TimeWise® age-fighting products have been formulated to work together as an anti-aging skin care system. Additionally, TimeWise® Targeted-Action™ Line Reducer was formulated to create a more flawless, youthful look when used before Mary Kay® concealers and foundations.

WHEN SHOULD CUSTOMERS USE TIMEWISE® TARGETED-ACTION™ LINE REDUCER?

In the morning, immediately after eye cream.

HOW OFTEN CAN YOU EXPECT YOUR CUSTOMERS TO REORDER?

The average user will be ready to reorder TimeWise® Targeted-Action™ Line Reducer in about a month.