

# New!



## TimeWise® Cellu-Shape™ Contouring System

### These dramatic benefits were also seen during clinic testing:

After 4 weeks **81%** of women had firmer skin.  
After 8 weeks **70%** of women had skin with greater elasticity  
After 12 weeks **100%** of women had smoother skin.

### What's the buzz in the marketplace?

Women are spending significant amounts of money to fight visible cellulite. And many women don't want or need the extreme measure of surgery. Your customers are looking for an at-home anti-cellulite system proven to work — and you can deliver it with clinical results that show a reduction of up to 1/2 inch on each thigh.\*

\*Those are the powerful results a dermatologist saw in a 12-week clinical study at an independent laboratory.

### Who are your customers?

The TimeWise® Cellu-Shape™ Contouring System is for any customer who wants to reduce the amount of visible cellulite on her body and hydrate her skin at the same time.

### How does the TimeWise® Cellu-Shape™ Contouring System work?

The system's powerful mix of ingredients, including botanicals, helps level out lumps and bumps and leaves skin feeling perfectly hydrated all day long. And there's no need for any heavy-duty rubbing — just gently massage into skin as you would a body lotion. Extensive testing in our Mary Kay Skin Care Laboratories found that the innovative ingredients:

- Reduce the amount of cellulite-causing cells.
- Stimulate cellular activity.
- Strengthen the skin's support system so cells are less able to break through and cause dimpling on the surface.

Plus, the TimeWise® Cellu-Shape™ Contouring System is formulated to improve microcirculation.

### How should your customers apply the TimeWise® Cellu-Shape™ Contouring System?

In the morning, gently massage TimeWise® Cellu-Shape™ Daytime Body Moisturizer into skin over entire body, avoiding the face. In the evening, gently massage TimeWise® Cellu-Shape™ Nighttime Body Gel into cellulite-prone areas of the body.

### What makes the TimeWise® Cellu-Shape™ Contouring System different from other anti-cellulite body products?

The TimeWise® Cellu-Shape™ Contouring System works day and night to fight cellulite with an advanced, multitargeted approach. TimeWise® Cellu-Shape™ Daytime Body Moisturizer is a super-charged formula that stimulates cellular activity, significantly increases the skin's hydration level and begins the firming and toning process. TimeWise® Cellu-Shape™ Nighttime Body Gel completes the firming and toning process, strengthening the skin's support system in problem areas so the visible signs of cellulite are minimized. It also moisturizes the skin so it feels silky-smooth to the touch.

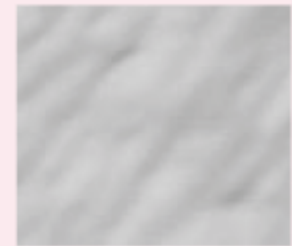
### Power Statement:

7 out of 10 women had less visible cellulite and lost up to 1/2 inch on each thigh!\*

### Skin's Surface Before



### Skin's Surface After



Topographical images of the skin's surface based on a 12-week clinical study.

Plus, there's no need for heavy-duty rubbing with either product — just gently massage into skin as you would a body lotion.

### How soon can your customers expect to see results from the TimeWise® Cellu-Shape™ Contouring System?

The sooner your customers start using the daily system, the quicker they'll see results. In addition to the dramatic benefits seen by dermatologists in clinical testing, in consumer testing, 6 out of 10 women saw skin that was significantly firmer, more toned and smoother in just 3 weeks.

### How often can you expect your customers to reorder?

The average user will be ready to reorder TimeWise® Cellu-Shape™ Daytime Body Moisturizer in about 1.5 months and TimeWise® Cellu-Shape™ Nighttime Body Gel in about 2.2 months when using each product once a day.

### What other products would interest my TimeWise® Cellu-Shape™ Contouring System customers?

For your customers who want more products to help them achieve skin that's smooth, soft, luminous and younger-looking, you could also suggest: Miracle Set

TimeWise® Even Complexion Essence

TimeWise® Microdermabrasion Set

TimeWise® Firming Eye Cream

TimeWise® Age-Fighting Eye Cream

TimeWise® Age-Fighting Lip Primer