







# SKIN CARE LINE COMPARISON

								
<b>Skin Care Line</b>	<b>Botanical Effects®</b>	<b>Botanical Effects® Formula 1</b>	<b>Botanical Effects® Formula 2</b>	<b>TimeWise Miracle Set 3D™</b>	<b>TimeWise Repair®</b>	<b>Clear Proof®</b>	<b>Mary Kay Naturally®</b>	<b>MKMen®</b>
<b>Target Audience</b>	No signs of aging.	No signs of aging.	No signs of aging.	Early to moderate signs of aging.	Advanced signs of aging.	Mild to moderate acne.	No signs of aging.	Early to moderate signs of aging.
<b>Positioning</b>	Entry-level skin care routine.	Entry-level skin care routine.	Entry-level skin care routine.	Age-fighting Defend, Delay, Deliver.	Reduce the look of deep lines and wrinkles.	Provide clearer skin.	Natural solutions for gorgeous, healthy looking skin.	Targeted products designed to combat the signs of aging and improve the look and feel of a man's skin.
<b>Skin Type</b>	Normal to oily skin.	Dry skin.	Normal skin.	Normal to dry or combination to oily.	Normal to dry skin.	Oily and acne prone skin.	Gentle formulas for normal to dry skin types and suitable for sensitive skin.	All skin types.
<b>Claims &amp; Benefits</b>	Rich in vitamins and antioxidants to nourish skin.	Contains a special antioxidant-rich botanicals complex.	Contains a special antioxidant-rich botanicals complex.	Defy the look of aging to help skin look younger, longer.	Restore the look of youthful volume and lifted contours.	Clear up blemishes and help maintain a clear complexion.	Quality ingredients derived from nature <sup>1</sup> and unique per product.	Helps reduce the look of fine lines and wrinkles.

<sup>1</sup>At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards — currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients.