

Healthy Skin Your Way



- Helps restore skin's balance without drying it out.
- Doesn't leave behind a residue or lingering impurities.
- Makes skin look healthy and vibrant

92% of women agree that Mary Kay® Balancing Toner feels gentle.*

UNIQUE SELLING PROPOSITION:

Healthy Skin Your Way

This gentle, refreshing toner contains antioxidant properties and helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant. Plus, it is gentle enough for twice-daily use on all skin types.

Additional Benefits

- Designed with all skin types in mind.

Order of Application

1. Mary Kay® Hydrating Cleanser OR Mary Kay® Mattifying Cleanser
2. Mary Kay® Exfoliating Scrub (once every other day, two or three times per week)
3. Mary Kay® Balancing Toner
4. Mary Kay® Hydrating Moisturizer OR Mary Kay® Mattifying Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

Use-Up Rate

If using twice daily, the average use-up rate is about three months.

*Results based on an independent third-party consumer study in which at least 99 women used a Mary Kay® Skin Care product as directed.