

TimeWise[®] Matte 3D Foundation

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 and feel 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 colour 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*[®] 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. How is the new *TimeWise*[®] Matte 3D Foundation different from *TimeWise*[®] *Matte-Wear*[®] 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.

4. What is the suggested retail price for *TimeWise®* Matte 3D Foundation?

The *TimeWise®* Matte 3D Foundation will be offered for \$28 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®* Matte 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™*.

5. Can *TimeWise®* Matte 3D Foundation 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 Foundation.

6. 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.

7. How do I apply *TimeWise®* Matte 3D Foundation?

You can apply *TimeWise®* Matte 3D Foundation with your fingertips or with your favourite *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.

8. How do I shade match my current and new customers with the new *TimeWise*[®] Matte 3D Foundation?

The Foundation Finder Tool will be available to all Independent Beauty Consultants on Section 2 of the Consultant order form and in Starter Kits beginning in May. The Shade Conversion Chart is also available to move from the current formula into the new 3D formula.

9. Does *TimeWise*[®] Matte 3D Foundation contain added fragrance?

No. It doesn't contain added fragrance.

10. Does the new *TimeWise*[®] Matte 3D Foundation have the same scent as the *TimeWise Miracle Set 3D*[™]?

No. The new *TimeWise*[®] Matte 3D Foundation does not have the same scent as the *TimeWise Miracle Set 3D*[™] since their base ingredients are different.

11. Does the new *TimeWise*[®] Matte 3D Foundation contain SPF?

No. We recommend using the *Mary Kay*[®] Foundation Primer Sunscreen SPF 15.

12. Where can I find more information on the new *TimeWise*[®] Matte 3D Foundation?

Information will continue to be added to this *TimeWise 3D*[™] foundation hub.

13. When is the new *TimeWise*[®] Matte 3D Foundations launching?

The new *TimeWise*[®] Matte 3D Foundation is launching in May.

14. Is the fill weight of the new *TimeWise*[®] Matte 3D Foundation the same as the current *TimeWise*[®] Matte-Wear[®] Liquid Foundation?

Yes. The 30 ml fill weight has remained the same.

15. Will the new *TimeWise*[®] Matte 3D Foundation be included in the Starter Kits?

No. *Mary Kay*[®] CC Cream Sunscreen SPF 15 will remain in the Starter Kit, but we have added the new Foundation Finder Tool.

16. What is the cost of the Foundation Finder Tool?

The new updated regular-line Foundation Finder Tool will be offered on Section 2 for \$7. The tool will have all foundation forms represented on it and will also be included in Starter Kits beginning in May.

17. Will there be Section 2 samples available for the new *TimeWise*[®] Matte 3D Foundation?

Yes. There will be Section 2 samples available for every shade at launch.

18. What is the use-up rate?

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

19. 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.

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

All *TimeWise*[®] *Matte-Wear*[®] and *TimeWise*[®] *Luminous-Wear*[®] Liquid Foundation shades will phase out in May when we launch the new *TimeWise*[®] Matte 3D Foundation.

21. Is the consistency of the new *TimeWise*[®] Matte 3D Foundation comparable to the current *TimeWise*[®] *Matte-Wear*[®] Liquid Foundation?

The consistency of the new *TimeWise*[®] Matte 3D Foundation is very comparable to what you and your customers are used to with the current *TimeWise*[®] *Matte-Wear*[®] Liquid Foundation. You will experience a smooth, easy application with medium-to-full coverage and age-defying benefits from our patent-pending *Age Minimize 3D*[®] Complex.

22. How many shades are being offered in the new *TimeWise*[®] Matte 3D Foundation?

In May 2019, we will be launching 28 SKUs.