Cleanse

Product	TimeWise® 3-In-1 Cleanser Normal to dry formula	TimeWise® 3-In-1 Cleanser Combo to Oily formula	TimeWise® 3-In-1 Cleansing Bar	Velocity® Facial Cleanser[†]	Classic Basic Gentle Cleansing Cream Formula 1	Classic Basic Creamy Cleanser Formula 2	Classic Basic Deep Cleanser Formula 3
Skin Type	Normal to dry skin.	Combination to oily skin.	Best for normal to oily skin.	Dry to oily.	Dry skin.	Normal and combination skin.	Oily skin.
Product Description	Creamy liquid with pink microbeads.	Clear gel with lavender microbeads.	Lathering bar.	Lathering gel with exfoliating beads.	Light, fluffy cream.	Creamy liquid.	Light, pearlized liquid.
Product Benefits	Begins the process to help erase the visible signs of aging and restore the look of younger skin. Cleanses, exfoliates and freshens in one step. Effectively clears away impurities. Leaves skin feeling soft, smooth and refreshed.	Begins the process to help erase the visible signs of aging and restore the look of younger skin. Cleanses, exfoliates and freshens in one step. Effectively clears away impurities. Leaves skin feeling refreshed while helping control excess oil.	Begins the process to help erase the visible signs of aging and restore the look of younger skin. Cleanses, exfoliates and freshens in one step. Effectively clears away impurities. Leaves skin feeling refreshed while helping control excess oil.	Cleanses, exfoliates and freshens in one step. Removes dirt and grime. Adaptation of the floral heart of Velocity® Eau de Parfum.	Enhances skin's texture and suppleness. Helps restore optimum moisture balance. Helps remove dry and flaky skin.	Helps restore optimum moisture balance. Dry areas feel softer and conditioned, and oily areas feel drier and fresher.	Eliminates dirt and environmental elements, which might clog pores. Helps control oil with regular use.
When To Use	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.

[†]Velocity® Facial Cleanser and Velocity® Lightweight Moisturizer have a small amount of fragrance.

Moisturize

Product	TimeWise® Age-Fighting Moisturizer Normal to dry formula	TimeWise® Age-Fighting Moisturizer Combination to oily formula	TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15*	Velocity® Lightweight Moisturizer[†]	Classic Basic Enriched Moisturizer Formula 1	Classic Basic Balancing Moisturizer Formula 2
Skin Type	Normal to dry skin.	Combination to oily skin.	Dry to oily skin.	Dry to oily skin.	Dry skin.	Normal and combination skin.
Product Description	Lightweight, oil-free lotion.	Lightweight oil-free, gel-like lotion.	Lightweight oil-free lotion.	Lightweight oil-free lotion.	Rich lotion.	Fine-textured lotion.
Product Benefits	Firms, softens and reduces the appearance of fine lines to restore the look of younger skin.\n\nHydrates for up to 10 hours.\n\nAbsorbs quickly, leaving skin soft, supple and always fresh.	Firms, softens and reduces the appearance of fine lines to restore the look of younger skin.\n\nHydrates for up to 10 hours while helping control excess oil.\n\nAbsorbs quickly, leaving skin soft, supple and always fresh.	Firms, softens and reduces the appearance of fine lines to restore the look of younger skin.\n\nHydrates for up to 10 hours.\n\nAbsorbs quickly, leaving skin soft, supple and always fresh.\n\nProtects from: UVA/UVB rays to help prevent skin damage, freckling and uneven coloration.	Lightweight, formula works fast to smooth and soften skin.\n\nOil-absorbing ingredients help control excess oil.\n\nSuitable for all skin types including blemish-prone skin.	Forms a shield that decreases moisture evaporation and improves skin resilience and elasticity.\n\nReplenishes lost moisture and helps soften and silken skin.	Imparts softening and moisturization without a greasy afterfeel.\n\nHelps prevent loss of elasticity.
When To Use	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning.	Use in the morning and the evening.	Use in the morning and the evening.	Use in the morning and the evening.

Moisturize

Product	Classic Basic Oil Control Lotion Formula 3	Mary Kay® Extra Emollient Night Cream	Intense Moisturizing Cream	Advanced Moisture Renewal® Treatment Cream	Oil-Free Hydrating Gel
Skin Type	Oily skin.	Very dry skin.	Dry skin.	Normal to dry skin.	Normal to oily skin.
Product Description	Lightweight oil-free lotion.	Fragrant, translucent moisturizing cream.	Rich, luxurious cream.	Delicate, ivory cream.	Non-greasy, lightweight gel.
Product Benefits	Helps control oil breakthrough and shine for up to eight hours. Contains a unique emollient blend to soften and smooth skin without leaving an oily residue. Works where needed to hydrate and condition dry spots and absorb excess oil in other areas. Leaves a fresh, matte finish and helps makeup stay fresh-looking longer.	Helps maintain the natural moisture of the face and allows increased hydration in dry areas. Excellent for dry patches, especially on hands, elbows and feet.	Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth. Leaves the skin feeling hydrated for up to 10 hours.	Helps to improve the skin's hydration, resiliency, elasticity and firmness. Replenishes essential intercellular lipids and reinforces the skin's own moisture-retention capabilities.	Non-greasy gel absorbs quickly, leaving skin cool and refreshed. Hydrates skin for up to 10 hours.
When To Use	Use in the morning and the evening.	Apply after your regular moisturizer as needed — only use in the evening.	Apply after your regular moisturizer as needed — morning, evening or both.	Apply after your regular moisturizer as needed — morning, evening or both.	Apply after your regular moisturizer as needed — morning, evening or both.

*Over-the-counter drug product
†Velocity® Facial Cleanser and Velocity® Lightweight Moisturizer have a small amount of fragrance.

Protect

Product	Mary Kay® Full-Coverage Foundation	Mary Kay® Medium-Coverage Foundation	Mary Kay® Creme-To-Powder Foundation‡	Mary Kay® Dual-Coverage Powder Foundation	Mary Kay® Day Radiance® Cream Foundation*†
Skin Type	Best for normal to dry skin.	Best for normal to oily skin.	Dry to oily skin.	Dry to oily skin.	Dry skin.
Product Description	Water and silicone-base liquid foundation.	Water and silicone-base liquid foundation.	Lightweight, oil-free formula.	Lightweight powder.	A rich, creamy foundation.
Product Benefits	Provides buildable coverage. Hydrates for up to six hours. Provides natural-looking, long-lasting, even coverage.	Provides buildable coverage. Controls excess oil for at least eight hours. Provides natural-looking, long-lasting, even coverage.	Two-in-one product that glides on like a cream and then dries to a soft, powdery, matte finish. Provides sheer-to-full buildable coverage. Can be used as a makeup or touch-up. Can be used as a light concealer. Choose a shade one shade lighter than your foundation. Blends easily to even out skin tone. Water-resistant formula.	Gives you two great options in one convenient product; perfect to use as a pressed powder or alone as a foundation. Provides natural/sheer coverage as a foundation. Helps to set foundation and control shine as a pressed powder.	Helps seal in moisture as it protects from dehydrating conditions. Glides on effortlessly for maximum, long-lasting coverage. Provides smooth, even coverage.
When To Use	Apply every morning to wear all day.	Apply every morning to wear all day.	Apply every morning to wear all day.	As a foundation, apply every morning to wear all day. As a powder, apply every morning over your foundation; touch up throughout the day.	Apply every morning to wear all day.

*This product will not be featured in any consumer literature, but will be available for you to order for your loyal customers who want to continue to purchase these products.

† Day Radiance® Cream Foundation and Creme-To-Powder Foundation have a small amount of fragrance.

Foundation Shade Numbering System

First: Shades are separated into three categories — Ivory, Beige, Bronze.

Second: Shades are separated into depth of color (lightest to darkest). This involves the first two digits.

                10 = lightest depth   80 = darkest depth

Third: Shades are separated by undertones (shades). This is the last digit.

                0 = Yellow   2 = Olive   4 = Pink   5 = More Pink   7 = Golden Orange   8 = Warm Brown

For example: Ivory 100 = lightest depth (10) with a yellow undertone (0)

                Bronze 808 = darkest depth (80) with a warm brown undertone (8)

Mary Kay® Full- and Medium-Coverage Foundation Shade Chart

| | Undertones (Shades) | | | | | |
Category	Yellow (0)	Olive (2)	Pink (4)	More Pink (5)	Golden Orange (7)	Warm Brown (8)
Ivory	Ivory 100		Ivory 104	Ivory 105		
Ivory	Ivory 200	Ivory 202	Ivory 204			
Beige	Beige 300	Beige 302	Beige 304	Beige 305		
Beige	Beige 400	Beige 402	Beige 404			
Bronze	Bronze 500		Bronze 504		Bronze 507	
Bronze	Bronze 600				Bronze 607	
Bronze						Bronze 708
Bronze						Bronze 808

Mary Kay® Dual-Coverage Powder Foundation Shade Chart

| | Undertones (Shades) | | | |
Category	Yellow (0)	Pink (4)	Golden Orange (7)	Warm Brown (8)
Ivory	Ivory 100	Ivory 104		
Ivory	Ivory 200			
Beige	Beige 300	Beige 304		
Beige	Beige 400			
Bronze			Bronze 507	
Bronze			Bronze 607	
Bronze				Bronze 708

Creme-To-Powder Foundation Shades Compared to Mary Kay® Full- and Medium-Coverage Foundation Shades

Creme-To-Powder Shade	Mary Kay® Foundation Complementary Match
Ivory 0.5	Ivory 104
Ivory 1	Ivory 100
Ivory 2	Ivory 204
Beige 1	Beige 300
Beige 2	Beige 304
Beige 3	Beige 400
Beige 4	Beige 402
Bronze 0.5	Bronze 500
Bronze 1	Bronze 607
Bronze 2	Bronze 708 / Bronze 808

Mary Kay® Full- and Medium-Coverage Foundations Compared to Mary Kay® Dual-Coverage Powder Foundation Shades

Mary Kay® Foundation* and Mary Kay® Dual-Coverage Powder Foundation* Complementary Match

Ivory 100	Ivory 100
Ivory 104	Ivory 104
Ivory 105	Ivory 104
Ivory 200	Ivory 200
Ivory 202	Ivory 200
Ivory 204	Ivory 200
Beige 300	Beige 300
Beige 302	Beige 300
Beige 304	Beige 304
Beige 305	Beige 304
Beige 400	Beige 400
Beige 402	Beige 400
Beige 404	Beige 400
Bronze 500	Bronze 507
Bronze 504	Bronze 507
Bronze 507	Bronze 507
Bronze 600	Bronze 607
Bronze 607	Bronze 607
Bronze 708	Bronze 708
Bronze 808	Bronze 708

Mary Kay® Dual-Coverage Powder Foundation and Mary Kay® Full- and Medium-Coverage Foundations can be worn together or separately on occasions. On the Dual-Coverage Ivory and Beige shades, a customer may need to move up a depth level to get the depth she's looking for as the Dual-Coverage is so translucent and sheer. Since the Dual-Coverage Bronze shades have so much pigment, they will need to be blended well on the face to get the desired look.

Shades are separated by undertones (shades) indicated by last digit.

0 = Yellow   2 = Olive   4 = Pink   5 = More Pink   7 = Golden Orange   8 = Warm Brown