



MARY KAY

Skin Types

Normal Skin Characteristics:

- Normal skin is healthy-looking skin with a smooth texture. It contains a balance of oil and moisture and has infrequent blemishes or clogged pores. When properly cared for, lines and wrinkles are less likely to form until later in life.

Dry Skin Characteristics:

- Dry skin is characterized by small pores and a matte (dull) finish with little or no superficial oil or shine. Expression lines are quick to form on dry skin, especially around the eyes and mouth. Dry skin is more common as you age and in those who live in low-humidity climates. Dry skin can develop among women who don't take care of their skin.

Oily Skin Characteristics:

- Oily skin results when the sebaceous glands produce too much oil, giving skin a shiny appearance. Sometimes a greasy or sticky feel remains for several hours after cleansing. It is also characterized by larger pores than other skin types and is more prone to breakouts, clogged pores and blemishes. Oily skin may tend to wrinkle less readily than drier skin types. The large amount of oil on the skin's surface helps the upper layers retain water and protects the skin from environmental causes of dryness.

Combination Skin Characteristics:

- Combination skin is healthy-looking skin with a smooth texture and some oiliness in the T-zone areas (the area forming a "T" across the forehead and down the nose and chin) with some signs of dryness on the cheeks and outer edges of the face. When properly cared for, lines and wrinkles are less likely to form on this skin type until later in life.

Sensitive Skin Characteristics:

- Sensitive Skin is defined as skin easily irritated by topically applied products or environmental factors. Look for Mary Kay® products that say "suitable for sensitive skin". The claim was substantiated by clinical tests which showed that these products are suitable for sensitive skin.

Blemish-Prone Skin Characteristics:

- Acne or blemish-prone skin is a remarkably common skin condition. While many adolescents may experience acne, this condition also can appear for the first time in adults in their 20s or 30s or even later in life.
- When questioning your customer about her need for our acne treatment products, find out if she is under a dermatologist's care or if she uses any topical medications. Those who see a doctor for their condition are not your target market. The people who can benefit from Mary Kay® acne products are those who have mild or occasional acne. Some results may be seen within days, but a majority of users will experience the maximum reduction in acne lesions after using the product for eight weeks or more.



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- Encourage customers with blemish-prone skin to limit the number of layers of cosmetic products they apply and to avoid any products containing oil. To determine if a product is oil-free, check the product fact sheet on Product Central. In addition, once acne is present, excessive scrubbing or frequent cleansing will not control it, and any rough manipulation of the skin may further irritate and inflame the lesions or even lead to the formation of new acne lesions.