

NEW!

Botanical Effects™ Skin Care

- Personalized botanicals deliver holistic benefits by skin type.
- Three formulas leave dry, normal and oily skin — even if it's sensitive — feeling balanced.
- Contains a hypoallergenic, antioxidant-rich complex free of synthetic dyes and added fragrance.
- Packaging is gentle on the planet.



Your lifestyle can have a big impact on the health of your skin. Get in the habit of a simple daily skin care regimen that includes at least a cleanser and moisturizer for your skin type — like Botanical Effects™ Skin Care. A freshener and a mask can provide additional benefits based on your skin's needs.

— **Dr. Beth Lange,**
Mary Kay Chief Scientific Officer

Nine out of 10 women agree — skin looks healthy!*

That's what they said in a one-week study. Here's what else they're saying about this simple, sensitive skin care solution:

88% said it leaves skin feeling nourished.

86% said it revitalizes skin.

83% said it enhances skin's natural beauty.



MARY KAY

cleanse:

Gently cleanses without stripping essential elements.

Botanical Effects™
Cleanse, **\$14**

hydrate:

Absorbs quickly and leaves skin feeling balanced.

Botanical Effects™
Hydrate, **\$16**

freshen:

Nondrying formula gently removes excess residue from skin.

Botanical Effects™
Freshen, **\$14**

mask:

Gently removes impurities as it revitalizes skin; removes easily with water.

Botanical Effects™
Mask, **\$14**

*Results reported during a one-week independent consumer study

Bring Out Your Skin's Healthy Radiance

Take dry, dull skin to soft, hydrated happiness. Give normal skin newfound freshness. And show oily skin who's the boss by saying "So long, shine!"



The Goodness of Botanicals. It's What Your Skin Craves.

The exclusive complex includes two nourishing botanicals that benefit all skin types. **Silymarin (milk thistle)** is a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin. **Luo han guo**, the "longevity" fruit, is known to contain potent antioxidants and also is believed to help promote healthy skin.



silymarin



luo han guo

TO ENRICH **DRY** SKIN:

Dry skin finds its harmony with flax seed, one of the richest plant sources of omega-3 fatty acids, and sea kelp extract (sea kelp), a known source of vitamins, minerals and fatty acids important for moisturization and skin balance.

What women said about Botanical Effects™ for dry skin:*

92% said it provides immediate moisturization.

"My skin is sensitive to most products, but with this regimen, I did not have any irritation. It left me feeling awake and my skin soft."

Daijonee V., Wheatley Heights, N.Y.

TO KEEP **NORMAL** SKIN IN BALANCE:

Frangipani flower extract (frangipani flower) helps protect against environmental stressors, while water lily extract (water lily), an antioxidant, is reported to be a source of minerals that are important for healthy skin.

What women said about Botanical Effects™ for normal skin:*

92% said it leaves skin feeling nourished.

"My face felt a lot cleaner after using it. I couldn't help touching my skin because of the difference."

Ashley R., Omaha, Neb.

TO CONTROL **OILY** SKIN:

Kanuka extract (white tea tree) is known for its purifying benefits, and guava extract (guava) is a known source of salicylic acid, an exfoliant.

What women said about Botanical Effects™ for oily skin:*

90% said it leaves skin feeling balanced.

"I have sensitive skin, but this product did not make me break out. I felt my skin come back to life."

Victoria M., Gary Springs, Ind.

Gentle on the Planet

- Each of the tube sleeves — Cleanse, Hydrate, Mask — contains 50 percent post-consumer resin (PCR) material.
- The caps use one-third less plastic than traditional flip-top caps.
- The freshen bottle is recyclable**.
- The cartons, made from 100 percent post-consumer content as well as Forest Stewardship Council®-certified material, can be recycled.**