

## Mary Kay Skin Care

*The basic requirements of a good skin care program include cleansing, removal of dead surface cells, refining the appearance of pores, providing essential moisture to the upper layers of the skin and protecting the skin from the environment.*

*The expert team of Mary Kay scientists has defined the (5) five functions which lead to optimum skin health as cleanse, exfoliate, freshen, hydrate and protect. The Mary Kay program helps skin achieve a perfect balance of moisture, natural oils and humectants. Follow the skin care program regularly and you will see and feel softer and smoother skin.*

## Test Panel Information

Panelist Name: \_\_\_\_\_

Invited by: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**As a thank you for your time....**

Special Offer Available for the Test Panelists: Today ONLY

See Special Offer Sheet!

## Powder Perfect — Mary Kay Mineral Makeup Collection



**Experience the beauty of Mary Kay's  
New Mineral Collection**

# MARY KAY



## Mary Kay Mineral Collection



Beauty made simple. Our mineral based formula provides oil-absorbing properties, ease of application, excellent coverage and adhesion to skin. The New mineral products are formulated with vitamins A, C and E – antioxidants to help protect against wrinkle-causing free radicals. They are also non-comedogenic.

**What makes MK NEW Mineral Color Products different from previous MK Color Products?** Mary Kay's powdered color products have always had a moderate percentage of minerals. But with the growing popularity of mineral cosmetic products, we have increased the amount of mineral ingredients in our powdered color products. Additionally, the NEW Mary Kay mineral makeup contains a combination of minerals that are mixed them with other raw materials to achieve the right texture. Due to the combination of these minerals, the texture blends evenly with a silky touch, providing a smooth and lightweight feel with a natural, luminous finish.

**What do Dermatologists say about mineral makeup?** Many leading dermatologists recognize and approve of the benefits of mineral makeup, however, they generally believe that mineral makeup is not a true treatment product for skin, nor can a typical use provide the necessary amount of sun protection for skin. Therefore, it is important that you still use a good daily skin care program which includes sunscreen products.

## Test Panel Questions

### Mineral Collection Study

Name: \_\_\_\_\_

1. Have you ever used a Mineral Makeup? \_\_\_Yes \_\_\_No
  2. Are you currently using one? And if so, which brand? \_\_\_\_\_
  3. Do you use a skin care program now? And if yes, which one? \_\_\_\_\_
  4. What would you love to **change about** for your skin now?  
(circle all that apply)  
a) Dry b) Oily c) Wrinkles d) Fine Lines e) Pores f) Eye Area  
g) Even Tone h) Breakouts i) No change needed! I want to maintain and prevent.
  5. How would you best describe your Skin Type:  
Dry\_\_\_ Normal \_\_\_ Oily\_\_\_
  6. Age range: \_\_\_18-25 \_\_\_26-35 \_\_\_36-45 \_\_\_46-55 \_\_\_56-65 \_\_\_66+
- ~~~Please answer each question, giving a rating of 1 to 5, with 5 being the BEST~~~
7. Did you like the ease of application for the Mineral Powder Products?  
\_1 \_2 \_3 \_4 \_5
  8. Do you like the feel of your skin?  
\_1 \_2 \_3 \_4 \_5
  9. Is the amount of coverage adequate for your skin?  
\_1 \_2 \_3 \_4 \_5
  10. How do you feel about the shade matching your skin?  
\_1 \_2 \_3 \_4 \_5
  11. Does your skin appear smoother and more perfect?  
\_1 \_2 \_3 \_4 \_5
  12. Do you feel a fast routine in the morning is important?  
\_\_\_Yes \_\_\_No
  13. Would you agree that maintaining a youthful glow is relevant?  
\_1 \_2 \_3 \_4 \_5
  14. Would you recommend our products to others?  
\_\_\_Yes \_\_\_No
  15. Would you be interested in receiving FREE Mary Kay products?  
\_\_\_Yes \_\_\_No
  16. My favorite product I tried today is \_\_\_\_\_