

## Power Up Your Serum With the Power of Vitamin C. Squared.

TimeWise® Vitamin C Activating Squares™ are a beauty-industry first: a breakthrough in technology that delivers pure vitamin C to your skin in a tiny, dissolvable square.



**Turn your serum into a superpower with pure vitamin C.** It's not a liquid. It's not a powder. It's a revolutionary skin care innovation so small, it can sit on your fingertip; so powerful, it can supercharge your serum with a benefits boost. Just activate one square in the palm of your hand, and it dissolves into a pure vitamin C age-fighting powerhouse. Now that's pure genius.

See clinically tested results in just two weeks!\*

- Skin looks more even-toned.
- Skin looks more radiant.
- Fine lines and wrinkles look improved.

\*Results based on a four-week independent clinical study in which 29 women used TimeWise® Vitamin C Activating Squares™ in a neutral base three times a week.

### **Vitamin C Square + Serum = Supercharged Skin!**

*Your daily serum already delivers the skin-enhancing benefits you want, but what if you could supercharge it with the boosting power of pure vitamin C? That's the beauty of TimeWise® Vitamin C Activating Squares™.*

**POWER STATEMENT:****Power Up Your Serum With the Power of Vitamin C. Squared.**

**Fresh every time.** Pure vitamin C degrades and loses its power over time when exposed to air, light or water. But now that problem's solved with a breakthrough in technology that keeps the pure vitamin C stable until you unlock its power with every use. As the square dissolves in the palm of your hand, it's transformed into a fresh, potent, pure vitamin C elixir that powers up your serum for an age-fighting boost. Fresh the first time. Fresh every time. First and only at Mary Kay.

**Clinically tested results in two weeks – and the benefits get better over time!**

The longer you use the activating squares, the better the benefits can get. After four weeks, skin looks brighter overall. And fine lines and wrinkles in the crow's feet area look improved, as shown in the images below.\*\*



\*\*Images show average results based on a four-week independent clinical study in which 29 women used TimeWise® Vitamin C Activating Squares™ in a neutral base three times a week.

**THE SCIENCE BEHIND THE PRODUCTS:**

**Why does my skin need vitamin C?** Just as vitamins are important to your health, vitamin C is important for helping skin fight the multiple signs of aging. And since the body can't produce vitamin C on its own or store it for long periods of time, it needs to be replenished on a regular basis. This powerhouse vitamin is known to help skin look more radiant and even-toned, but it also plays a role in supporting natural collagen and elastin to help reduce the appearance of fine lines and wrinkles. In addition, vitamin C is an antioxidant that helps guard against the harmful effects of environmental free radicals.

**APPLICATION INSTRUCTIONS:**

**Turn your serum into a superpower.** The true genius of this technology is that inside every packette is a single square that gives you a fresh dose and pure power every time. In just seconds, it's activated by you. At night, cleanse your face using your preferred cleanser. Next, peel back the corner of the packette until the transparent square is revealed. Place the square in the palm of your hand, cover with three to four drops of water, and mix until dissolved. Add the normal dosage of your Mary Kay® serum<sup>‡</sup> to the solution, and mix to activate the dissolved square. Apply to face, and allow to dry completely before continuing your skin care regimen.

<sup>‡</sup>Since Vitamin C Activating Squares™ can be used with any Mary Kay® serum, you get to decide which one to use. While TimeWise® Replenishing Serum +C or TimeWise® Tone-Correcting Serum makes a perfect choice; it's really up to you which serum to "boost," based on your skin care needs. Not to be mixed with sunscreen or acne products.

**YOU'LL WANT TO TRY THIS IF:**

- You're a beauty influencer looking for the next breakthrough skin care innovation
- You're aware of the skin benefits of Vitamin C and see the advantage of using it to supercharge your serum
- You may not be ready for TimeWise Repair®, but are looking to add a boost to your TimeWise® serums
- You're a TimeWise Repair® customer who wants to add a boost of vitamin C to your advanced age-fighting regimen

**FORMULA ATTRIBUTES:**

- Dermatologist tested
- Clinically tested for skin irritancy and allergy

**USE UP RATE:**

- One month when one square is used three times per week.