

Derived from nature.¹ Certified for confidence.



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- Provides immediate relief from dryness.
- Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES.

Mary Kay Naturally™ Skin Care is our latest commitment to giving as many women as possible the chance to love our products. And to feel confident in choosing the right products. In addition to our ongoing commitment to quality, safety and rigorously tested products, every Mary Kay Naturally™ product is third-party certified as natural according to comprehensive standards. For our core lineup, we chose COSMOS Natural certified by EcoCert.

POWER STATEMENT:

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Mary Kay Naturally™ features quality, effective and naturally derived¹ products that are right in step with your daily routine. The line includes Purifying Cleanser, Exfoliating Powder, Nourishing Oil and Moisturizing Stick. They are suitable for sensitive skin with gentle formulas for normal to dry skin types that leave skin looking healthy. Use them as your main skin care or add them to your favorite Mary Kay® regimen.

Benefits

- Convenient, targeted balm leaves skin feeling moisturized and conditioned to help relieve dry patches.
- Provides immediate relief from dryness
- Helps soften rough patches.
- Skin feels nourished, soothed and softer.
- 85% of women said,² “I love the convenience and versatility of this stick.”

Ingredients

- Contains candelilla wax and beeswax to help protect skin from dryness
- Carnauba wax provides emollient benefits while squalane from plants helps support the skin's moisture barrier.
- Contains beeswax, which is an excellent protectant of the skin barrier.
- Contains sunflower seed wax and sunflower seed oil.
- Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES as are all Mary Kay Naturally™ products, plus Moisturizing Stick is also free of silicone, mineral oil and alcohol or any ingredients that have been genetically modified.
- 100% natural origin¹ of total ingredients

Usage

- Use on any dry areas, such as face, elbows, knees, cuticles or heels. *(If using in multiple areas, it is recommended to have a Moisturizing Stick dedicated only to the heels/feet and only to the lips.)*

Formula Attributes:

- Gentle formulas for normal-to-dry skin types
- Suitable for sensitive skin
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested
- Non-comedogenic

Use Up Rate:

- Approximately 2 months depending on usage, which can vary greatly

¹At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards — currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to [www.MaryKay.com/Naturally].

²Based on a majority of panelists who agreed with statements in a one-week independent consumer study during which 200 women used Mary Kay Naturally™ Moisturizing Stick daily as desired.

