

OUR PRODUCT MARKETING GROUP SAYS,

“ Recently, the U.S. has seen an increased demand for skin brightening products. Skin brighteners have become more popular as an age-fighting product since they can reduce uneven skin pigmentation or ‘age spots.’ ”

It delivers instant brightening benefits so skin looks immediately more radiant.

It's a gentle formula that leaves skin feeling soft and moisturized.

Formulated with the patent-pending MelaCEP™ Brightening Complex, this botanical-infused mask is the perfect solution for tired, dull skin that needs a burst of radiance.

It delivers benefits you can see and feel as you take time out for some well-deserved pampering.



**FACT:** Age spots are like little blemishes on the skin caused by too much sun exposure. And, dark spots and uneven skin pigmentation can add years to a woman's face. This helps explain why skin brighteners are becoming so popular – they can be used for age-fighting benefits as well as for evening out skin tone.

### PRODUCT POSITIONING

Pamper, soften and brighten in one step.

### BENEFITS AND CLAIMS

Women who tried TimeWise® Even Complexion Mask during a consumer study saw a significant improvement in how their skin looked and felt, both immediately and after using the mask 3 to 4 times over a 10-day period:

- 90% said their skin immediately looked brighter\*
- 95% said their skin felt soft\*
- 90% said their skin felt moisturized\*

\*Results reported after a 10-day consumer study.

### TARGET CUSTOMER

- Customers who are currently using the TimeWise® Even Complexion Essence and would like an additional product that delivers skin-brightening benefits. The Even Complexion Power Pair is the best of both worlds. The long-term even skin tone benefits of the serum and the immediate skin tone brightening benefits of the mask.
- Customers who are currently using a Classic Basic™ mask and would like to have the age-defying benefits of a skin-brightening product.
- Women of all skin tones who love the pampering benefits of a mask or would like to brighten the appearance of uneven and dull looking skin.

### HOW IT WORKS

- TimeWise® Even Complexion Mask is formulated with the patent-pending MelaCEP™ Brightening Complex to deliver added brightening benefits to an overall pampering experience.
- This gentle formula leaves skin feeling soft and moisturized, and is infused with botanicals and other ingredients that deliver instant brightening benefits so that skin looks immediately more radiant.

### KEY INGREDIENTS AND FUNCTIONS

Kakadu Plum extract ( <i>Terminalia ferdinandiana</i> )	This extract is derived from the kakadu plum, a fruit reported to have the highest concentration of Vitamin C. For example, the amount of Vitamin C in 3 ½ ounces of kakadu plum is 3000 mg, while the same amount of orange contains just 50 mg.
Ferula Foetida extract	This extract is derived from a plant native to the Mediterranean that is known to contain the antioxidant ferulic acid, widely used in skin brightening formulas and whose benefits have been prized for centuries.
Helianthus Annuus seed extract	A powerful antioxidant derived from sunflowers that helps protect against UV damage. Sunflower seeds are reported to have high levels of vitamins and minerals, and sunflower oil contains high levels of linoleic acid, an omega-6 fatty acid that plays a key role in providing health benefits.
Lactobacillus ferment	A skin conditioning ingredient shown in laboratory testing to produce compounds that function like a key protein that is reported to reduce pigment formation.

### APPLICATION INSTRUCTIONS

- After cleansing the skin, apply an even, medium layer of mask to the skin using the fingertips. Allow mask to remain on the skin for 10-15 minutes for optimal results. The high level of humectants prevents the mask from drying completely. Rinse or remove with a warm, wet cloth. Use 2-3 times per week.
- Order of application:  
Oil-Free Eye Makeup Remover  
Cleanse  
TimeWise® Even Complexion Mask or TimeWise® Microdermabrasion (Steps 1 & 2)\*\*  
Acne Treatment Gel (if applicable)  
TimeWise® Replenishing Serum+C  
TimeWise® Even Complexion Essence  
TimeWise® Day Solution Sunscreen SPF 25† or TimeWise® Night Solution  
Moisturize

\*\*Do not use Microdermabrasion (Steps 1 & 2) and Even Complexion Mask on the same day. You may alternate their usage during the week. If you are going to use both products during the same week, you may want to limit the usage of each product to only two times per week.

- **Caution:** Do not use on irritated skin.

### CROSS-SELLING OPPORTUNITIES

- TimeWise® Even Complexion Essence
- TimeWise® Replenishing Serum+C
- TimeWise® Miracle Set™

### USE-UP RATE

- 2 months when used 3 times a week

### CHARACTERISTICS

✓	Suitable for all skin types
✓	Clinically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Fragrance-free
✓	Oil-free