

MEDICAL RESEARCHERS TELL US,

“ The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and the hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention. ”

Refresh a tired-looking appearance with this cool, soothing, blue gel that contains botanical extracts reported to tone, firm and reduce the appearance of puffiness in the eye area.



Contains green tea extract, known for its free-radical-scavenging and skin-calming properties.

FACT: The skin around the eyes is the thinnest, most-delicate skin on the face.

PRODUCT POSITIONING

Refresh a tired-looking appearance with this moisturizing and soothing eye gel.

BENEFITS AND CLAIMS

- Calm, cool and refresh a tired-looking appearance.
- Increase skin moisturization up to 130%.

TARGET CUSTOMER

- Customers with under-eye puffiness

HOW IT WORKS

- The botanical extracts included in the product are reported to tone, firm and reduce (Australia: to tone and reduce) the appearance of puffiness in the eye area.

KEY INGREDIENTS AND FUNCTIONS

Green tea extract (<i>Camellia sinensis</i>)	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties.
Cucumber extract (<i>Cucumis sativus</i> extract)	Soothing Agent: Known for its calming and soothing properties.
Dog rose hips extract (<i>Rosa canina</i> extract)	Conditioner: Improves the appearance of skin (e.g., skin looks softer, smoother).

APPLICATION INSTRUCTIONS

- Apply sparingly to brow bone and under-eye area.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Firming Eye Cream
- TimeWise® Age-Fighting Eye Cream
- Mary Kay® Concealer
- Extra hydration moisturizers

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Dermatologist-tested
✓	Hypoallergenic

USE-UP RATE

- 1 ½ months

Customer's Concern	TimeWise® Firming Eye Cream	Indulge® Soothing Eye Gel	TimeWise® Volu Firm™ Eye Renewal Cream
Needs moisture	✓	✓	✓
Fine lines & wrinkles	✓		✓
Needs firming	✓	✓	✓
Wants to brighten	✓		✓
Dark circles			✓
Under-eye puffiness		✓	✓