

## Pick-me-up patches deliver a refreshing burst of hydration to the eyes



- Instantly cooling and soothing
- Immediately boost skin hydration
- Diminish look of puffiness and dullness

### ***What is hydrogel?***

*Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are designed to stay in place so they not only deliver the ingredients, they stay put to lock in the benefits.*

**POWER STATEMENT:**

**Pick-me-up patches deliver a refreshing burst of hydration to the eyes**

It's wake-up time! Perk up tired eyes with these instantly reviving, shimmery pink gels. They give skin a refreshing burst of hydration to awaken the eyes, and they help with dullness and puffiness.

With these pink beauties, you'll want to steal some time for yourself. We know this because women like you said so! In fact, they loved these patches so much that 8 out of 10 of them said\* they look forward to using them. All it takes is 20 minutes, two times per week, to reap the benefits of these little magic gels!

**Drench your skin with a burst of hydration!**

- Mary Kay® Hydrogel Eye Patches feel instantly cooling and soothing!
- Clinically shown\*\* to instantly boost skin hydration.
- How? They draw on the moisturizing power of glycerin, a powerful humectant known to moisturize the skin and help with water loss. After skin feels quenched, the patches help alleviate the feeling of dryness.

\*Based on panelists who agreed with statements in a two-week independent consumer study in which 157 women used the patches twice per week for 20 minutes

\*\*Based on bio-instrument testing

**How to use:**

Using the spatula provided in the jar, pull out one of the saturated (they may even be a little slick) Mary Kay® Hydrogel Eye Patches. Place it on clean skin under the eye, with the larger end of the patch toward the outer eye, the smaller end toward the nose. Remove a second patch and repeat on the other eye. Enjoy for 20 minutes, then remove patches and discard. Gently pat any excess formula into the skin. Replace disc after use. Use-up rate is 15 weeks when used twice per week.

**Formula Attributes:**

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy
- Non-comedogenic
- Suitable for sensitive eyes and contact lens wearers
- Suitable for all skin types

