

Stay Soft. Stay Cool. Stay Bouncy.



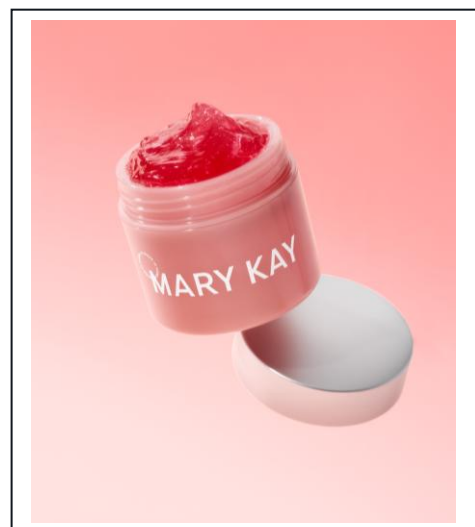
Special-Edition† Mary Kay® Melt-In Cleansing Balm

- STAY SOFT with a twist-to-dispense transformative balm to oil to milky cleanser.
- The cloud-soft balm melts on contact into a velvety oil and helps dissolve impurities and face makeup.



Special-Edition† Mary Kay® Snail Gel Face Patches

- STAY COOL with skin-hugging jelly face patches that are soaked in skin-loving ingredients.
- Cooling jelly patches are designed to deliver a hydrating and brightening boost.



Special-Edition† Mary Kay® Collagen Moisturizing Gel

- STAY BOUNCY with an addictive jelly moisturizer for plump, glassy skin.
- Designed to deliver hydration-driven plumpness and that enviable glass skin glow.

This special-edition trio combines addictive textures with K-Beauty ingredient staples for a fresh take on familiar steps — cleansing, patches and moisturizing.

What Is K-Beauty:

K-Beauty refers to skin care trends and innovations coming out of Korea, a global leader in skin care development. Korean beauty is known for focusing on how products feel on the skin and for using innovative ingredients. These unique textures, ingredients and delivery systems often appear in Korea years before becoming popular elsewhere. K-Beauty encourages multiproduct layering and overall healthy, hydrated skin, which makes it easy for customers to try something new without giving up what already works for them. This collection isn't just inspired by Korean beauty, it's made there, allowing Independent Beauty Consultants to bring authentic K-Beauty skin care to their customers.

Key Ingredients:

Special-Edition† Mary Kay® Melt-In Cleansing Balm

- PDRN (Salmon DNA) Infusion:
 - Popular in Korean skin care for skin regeneration and conditioning
 - Known as a building block for skin rejuvenation
 - Purified DNA fragments sourced from salmon
- Emollient Blend:
 - Helps dissolve impurities, face makeup and excess oil
- Rice Bran Oil:
 - Nutrient-rich oil with antioxidant properties
- Vitamin E:
 - A well-known antioxidant known to help care for skin

Special-Edition† Mary Kay® Snail Gel Face Patches

- Snail Mucin:
 - Popular in Korean skin care for lasting hydration
 - Helps skin retain surface moisture so it feels plump and cushioned
 - Filtered and sterilized mucus naturally secreted from unharmed snails
- Brightening Blend:
 - Niacinamide: Well-known to help brighten skin
 - Licorice Extract: Known to help brighten and calm
- Triple HA:
 - Three forms of hyaluronic acid provide multilayer hydration
- Cooling Jelly System:
 - Naturally cooling hydrogel gives skin an instant chill

Special-Edition† Mary Kay® Collagen Moisturizing Gel

- Collagen Peptides:
 - Known to support skin hydration and bounce
 - Low molecular weight for better absorption
- Niacinamide:
 - Known to help brighten and support the skin's moisture barrier
- Squalane:
 - Mimics skin natural oils to help hydrate and prevent moisture loss
- Superfood Blend:
 - Nutrient-rich extracts like oat kernel, tomato, spinach and blueberry give skin an extra dose of care



†Available while supplies last.

Target Customer:

The K-Beauty Texture Edit is designed for customers who are curious, texture-driven and open to trying new skin care formats — in addition to their existing skin care routine.

Your customers will love this collection if they are:

- Interested in skin care trends like K-Beauty.
- Drawn to sensorial skin care experiences.
- Enjoy adding fun, special-edition steps to their routine.
- Like trying new textures without changing trusted core products.
- Are curious about trending ingredients like snail mucin, collagen and PDRN.

Usage Tips:

Special-Edition† Mary Kay® Melt-In Cleansing Balm:

- Usage Instructions: Twist to dispense. Massage over face. Rinse thoroughly with water. Use once in the morning and once in the evening – on its own or as the first cleanse in a double-cleanser routine.
- Tip! To customize your cleanse, use a half turn for bare skin and a full turn for sunscreen and/or makeup days.
- Use-Up Rate: 1.5 months if used twice daily.

Special-Edition† Mary Kay® Snail Gel Face Patches:

- Usage Instructions: Use the spatula to peel and apply the patches to clean face. Avoid direct contact with eyes and lips. Leave on for 20 minutes to soak in the goodness. Remove then discard the patches and pat remaining essence into skin. Reseal disc after use. Use 2-3 times per week as your masking step.
- Tip! Pair with Mary Kay® Hydrogel Eye Patches for a full-face moment.
- Use-Up Rate: 1.5 months if used 2 or 3 times per week, 4 to 6 patches per use.

Special-Edition† Mary Kay® Collagen Moisturizing Gel:

- Usage Instructions: Apply to face and neck in upward and outward motions. Avoid eye area. Use once in the morning and once in the evening as your moisturizing step.
- Use-Up Rate: 1.5 months if used twice daily.



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