

Understanding Your Customers' Needs and Special Skin Conditions

Understanding Your Customers' Needs

There are four basic skin types: dry, normal, combination and oily, and each skin type has its own characteristics.

Dry Skin

Dry skin is characterized by small pores and a matte (dull) finish with little or no superficial oil or shine. Expression lines are quick to form on dry skin, especially around the eyes and mouth. Dry skin is more common in women over 50 and in those who live in low-humidity climates. Dry skin can develop among women who don't protect their skin.

For dry skin, Mary Kay® products:

- Gently cleanse without overstripping.
- Soften, lubricate and restore needed moisture.
- Make lines less noticeable and help reduce flakiness.

Normal Skin

Normal skin is healthy-looking skin with a smooth texture. It contains a balance of oil and moisture and has infrequent blemishes or clogged pores. When properly cared for, lines and wrinkles seldom form on this type of skin until late in life.

For normal skin, Mary Kay® products:

- Maintain moisture balance for a healthy, radiant glow.
- Refine skin's texture and leave it clean and refreshed.

Combination Skin

Combination skin is healthy-looking skin with a smooth texture and some oiliness in the T-zone areas (the area forming a "T" across the forehead and down the nose and chin) with some signs of dryness on the cheeks and outer edges of the face. When properly cared for, lines and wrinkles seldom form on this type of skin until late in life.

For combination skin, Mary Kay® products:

- Help control excess oil in the T-zone (forehead, nose and chin).
- Make pores appear smaller and hydrate dry areas.

Oily Skin

Oily skin results when the sebaceous glands produce too much oil, giving skin a shiny appearance. Sometimes a greasy or sticky feel remains for several hours after cleansing. It is also characterized by larger pores than other skin types and is more prone to breakouts, clogged pores and blemishes. Oily skin may tend to wrinkle less readily than drier skin types. The large amount of oil on the skin's surface helps the upper layers retain water and protects the skin from environmental causes of dryness.

For oily skin, Mary Kay® products:

- Help control surface oiliness, leaving skin feeling smooth and looking radiant.
- Deep clean pore openings of impurities and oily buildup.
- Help makeup stay fresher longer.

Understanding Special Skin Conditions

Symptoms of extremes in skin types, such as overly dry or oily, can be improved through proper skin care. It's very important to remember that skin care products and cosmetics will help the skin look and feel good but will not cure skin disorders. If one of your guests has some type of skin disorder, ask if she is under a physician's or dermatologist's care. If so, give her information about the Mary Kay® product line for her to give to her doctor. Do not give a facial to a customer with severe acne or rosacea, since putting anything on the skin may worsen the condition. In addition, there may be other circumstances, such as pregnancy, which may need the guidance of a physician.

For information about these and other unique situations or to learn more about Mary Kay® products, you may contact the Mary Kay Consultant and Medical Relations Department at Mary Kay headquarters, (800) 272-9333 (option 7), Monday through Friday, from 8:30 a.m. to 5 p.m. Central time or send written inquiries to CMR, Mary Kay Inc., P.O. Box 799045, Dallas, TX 75379-9045. Detailed information about the Mary Kay® product line will be sent directly to her physician upon request.

Sensitive Skin

Sensitive skin is defined as skin easily irritated by topically applied products or environmental factors. Labels that say "suitable for sensitive skin" are reflected in the Mary Kay® product packaging for skin care, customized skin care and color products. The claim was substantiated by clinical tests which showed that these products are suitable for sensitive skin with the following exceptions:

- **Moisture Rich Mask Formula 1** and **Revitalizing Mask Formula 2** are safe for sensitive skin when used as masks. When used as scrubs, they may cause irritation to sensitive skin.
- **Purifying Freshener Formula 2** (which contains alcohol), **Blemish Control Toner Formula 3[†]** and **Acne Treatment Gel[†]** (which are designed to treat mild to occasional acne) may irritate sensitive skin. For your customers with sensitive skin, you'll want to recommend they use **Hydrating Freshener Formula 1** in their classic basic skin care sets.
- **TimeWise® Microdermabrasion Step 1: Refine** may cause irritation to sensitive skin.

Blemish-Prone Skin

Acne or blemish-prone skin is a remarkably common skin condition. While many adolescents may experience acne, this condition also can appear for the first time in

adults in their 20s or 30s or even later in life. Generally, however, if you had acne as a teenager, you are more likely to have it again as an adult. Eighty to 100 percent of all teenagers have acne to some degree, and an increasing number of adult women also have some acne.

When questioning your customer about her need for our acne treatment products, find out if she is under a dermatologist's care or if she uses any topical medications. Those who see a doctor for their condition are not your target market. The people who can benefit from Mary Kay® acne products (Acne Treatment Gel† and Blemish Control Toner Formula 3†) are those who have mild or occasional acne. Some results may be seen within days, but a majority of users will experience the maximum reduction in acne lesions after using the product for eight weeks or more.

Encourage customers with blemish-prone skin to limit the number of layers of cosmetics products they apply and to avoid any products containing oil. To determine if a product is oil-free, see "Product Descriptions" on Comparison Charts. All Mary Kay® Sun Care Collection products are oil-free, except Mary Kay® Lip Protector Sunblock SPF 15†.

In addition, once acne is present, excessive scrubbing or frequent cleansing will not control it, and any rough manipulation of the skin may further irritate and inflame the lesions or even lead to the formation of new acne lesions.

†Products indicated with a single dagger identify over-the-counter drug products. Customers should carefully read and observe all warnings, indications and directions for use on the labels of these products.