

OUR PRODUCT MARKETING GROUP SAYS,

“ Perfect for all skin types, Creme-to-Powder Foundation gives you the best of both worlds: the easy application of a cream with the soft finish of a powder. ”



FACT: Creme-to-Powder Foundation is great for women who are looking for options within their beauty routine. It can be used as a foundation, as a touch-up throughout the day, or even as a lightweight concealer.

PRODUCT POSITIONING

Glides on like a cream and dries to a matte, powdery finish.

BENEFITS AND CLAIMS

- Provides sheer-to-full buildable coverage
- Can be used as foundation or for touch-ups
- Can be used as a lightweight concealer (choose one shade lighter than your normal foundation)
- Water- and transfer-resistant
- Helps control shine and excess oil
- Covers and blends easily
- Long-lasting formula

TARGET CUSTOMER

- A woman of any skin type looking for a multi-tasking, oil-free foundation that can be used as a foundation, for touch-ups or as a concealer.

HOW IT WORKS

- Glides on like a cream and then dries to a soft, matte finish.
- Blends easily to even out skin tone.

KEY INGREDIENTS AND FUNCTIONS

Emollient (Octyl Isononanoate)	Helps to maintain the soft, smooth, and supple appearance of the skin.
Dimethicone	Derived from silica, provides a silky feel and helps protect skin and improve its appearance.
Boron Nitride	Provides a smooth, velvety feel and helps makeup wear longer.
Methyl Methacrylate Crosspolymer (PMMA)	Spherical particles that help diffuse light providing a "soft focus" effect.

APPLICATION INSTRUCTIONS

- Apply with cosmetic sponge and blend.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Foundation Primer
- Mary Kay® Concealer
- Mary Kay® Facial Highlighting Pen
- TimeWise® Miracle Set®
- Mary Kay® Compact

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Non-comedogenic
✓	Dermatologist-tested
✓	Oil-Free

USE-UP RATE

- Average use: 2 – 3 months