

OUR PRODUCT MARKETING GROUP SAYS,

“ The light-as-air formula virtually buffs away skin imperfections. By not settling into lines and wrinkles, skin takes on a flawless, radiant look. ”

Twist. Click. Shake. Swirl!

The Mineral Powder Foundation package features a custom-designed sifter that twists open for use and locks in place when closed so that not an ounce of powder is wasted.

The soft, natural-hair bristles are shaped so you get the right amount of foundation and coverage. No other brush you own will even come close.

Buildable coverage that blends effortlessly and is also transfer-resistant, so it won't fade away by midday.

Get the coverage of a foundation with the comfort of a powder, while controlling shine.



FACT: No ingredient used in mineral makeup is “all natural.” That’s because minerals undergo *extensive purification and processing* before they are incorporated into a cosmetic product. Even the water used in cosmetics is treated! While Mary Kay® Mineral Powder Foundation contains natural ingredients, we don’t say it is “all natural” because that’s inaccurate

PRODUCT POSITIONING:

It's a foundation. It's a powder. That's the beauty of mineral powder foundation.

BENEFITS AND CLAIMS

- Blends effortlessly for a flawless look
- Lightweight powder makes lines, wrinkles and other skin imperfections seem to disappear
- Provides buildable coverage
- Controls shine
- Weightless
- Long-wearing formula is transfer-resistant so it won't fade away by midday
- Provides the coverage of a foundation with the comfort of a powder
- Gives a natural or matte finish

TARGET CUSTOMER

- Women with all skin types looking for buildable coverage and a natural or matte finish.
- Women who want a foundation that is transfer-resistant and feels light on the skin.

HOW IT WORKS

- Mineral powder foundations provide the coverage of a foundation with the comfort of a silky powder.

KEY INGREDIENTS AND FUNCTIONS

Mica	Transparent mineral that has an opalescent quality. Minerals occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature undergo extensive purification and processing before they are incorporated into a cosmetic product.
Boron Nitride	Provides a smooth, velvety feel and helps makeup wear longer.
Dimethicone	Derived from silica, provides a silky feel and helps protect skin and improve its appearance.

APPLICATION INSTRUCTIONS

- Unscrew the jar lid and make sure the sifter holes are open. Screw the lid back onto the jar and gently shake the jar to dispense the foundation into the sifter. Remove the lid and lightly dip the Mineral Foundation Brush into the foundation. Tap the brush against the rim of the jar to remove excess foundation. Then swirl the brush inside the lid to work the powder foundation into the bristles. Apply the foundation first to the center of your face and work your way out toward the hairline and jawline, blending well.

CROSS-SELLING OPPORTUNITIES

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

CHARACTERISTICS

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

USE-UP RATE

- Average use: 2 – 3 months