

Additional Notes from Brigitte Iglay, Sr. Sales Director

...my notes taken from a lengthy phone conversation on August 13, 2012 with Lance who directly reports to Dr. Lange. I have spoken with him many times over the years and also saw and spoke with him at Seminar. I appreciated having so many product people around for us to ask questions. They were wonderful. So here is added info:

Taking some of the concerns posted on various e-mails I asked him for clarification along with some situations we come across. So here goes:

- Please read the materials and watch the videos on Product Central also read the Applause magazines.
- Our go to product is the Miracle Set. NOT everyone needs the TimeWise Repair Set.
- Remember we "customize" the skin care for our clients

BIG QUESTION: How to Transition from Miracle Set to TWR

We know all our MK products do work together.

We know our customers do not run out of all of the products at the same time so how do we move them from one to the other? Should we move them? What to do with the almost empty Miracle set bottles?

Things to consider: You know your customer. Look at her profile and what she has ordered. Ex. Is she using lots of supplements with her Miracle set? Does she ask for more moisture? Does she say anything about more lines, spots? Is she 40+? Yes I said 40+ Yes, a 20 year old can use this IF she has skin damage. She will tell you so.

NOT everyone in the age group of 40/50+ has to change. It is up to them. Is she open to this new product? Our job is to inform her and guide her.

TimeWise Miracle Set (TWMS) and TimeWise Repair (TWR) can easily be interchanged.

As client is running out of certain products you can move them to the TWR.

Here are some scenarios:

Runs out of TimeWise Miracle Set (TWMS) cleanser give her TWR cleanser

Runs out of Day solution give her day cream

Runs out of Night solution give her night cream.

Runs out of Replenish Serum C+ give her TWR Volu- Firm Lifting Serum

Runs out of Night Time Restore give her TWR Volu-Firm Lifting Serum

If your client says she still has a lot of Serum C+ so now what? Tell her she can use up Replenish Serum C+ in the a.m. and TWR Volu-Firm Lifting Serum in p.m. OR put it on her décolleté or hands

DO NOT, DO NOT, DO NOT....do not use night solution and night cream together. They are both power packed products. They are the last products to ease someone into a system if they have extra sensitivity.

Retinol is time released and less dosage than prescriptions. More new products will have retinol in it. Remember there are many variations and dosages so if a client has had a problem it does not mean she will have one now.

These products are a game changer. There are many ingredients which have never been used in our products. There has been TONS of testing. Very exciting time.

FOR VERY SENSITIVE SKIN

Ease your customer with very sensitive skin, you know who she is, into the system with Cleanser, day cream and foundation.

Do not skip cleanser and day cream because of the sunscreen.

At night: cleanser and replenish serum C+

Replenish serum C+ is very mild and soothing to the skin – if she can't use Volu-Firm Lifting Serum then give her this

EXFOLIATING

Keep in mind that the night solution and the TWR night cream gently exfoliate our skin. Because of that, especially with the retinol in TWR night cream, you may see more shedding which makes it is EVEN MORE important to use the **microdermabrasion set**. IF she can't use it due to very thinning skin or very sensitive skin or break outs then have her use one of our other masks such as **even complexion mask or botanical scrub**. The **Gel Mask** is really a super hydration product.

EYES

Soothing Eye Gel Mask is a stand alone product. It is more of a quick relief, quick short term moisture which can be applied whenever you want.

EYECREAM

The new eye cream is 10X+ more advanced than our firming eye cream. Yes, it handles the dark circles, puffiness and crepiness for most people. **CUSTOMIZE**...if your client has all 3 concerns AND she is currently on eye revitalizer keep her on TW Eye Revitalizer and add the new TWR Volu-Firm Eye Renewal Cream. Likewise, when you have a

customer on the new eye cream and she still has the dark circles and puffiness you can suggest to add the TW eye revitalizer.

Ladies, we have all the bases covered. Be the detective and find out what your client needs and wants.

ORDER OF APPLICATION

If ADDING supplements add them AFTER TWRepair Volu-Firm Lifting Serum

Amount: very little of each product, especially the night cream. That truly is one squirt for your face

PACKAGING

Shortly, the lift serum bottles will not be able to be opened as well as the jars because the pumps are very unique. When the product is exposed to the air it can contaminate them as well as cause drying. This will then lead to breakage of the pump. Do not put your fingers directly on the indent and press down with even pressure. It is designed to take out all product because of the new technology.

I am forever grateful to be with a company that embraces our questions, wants our feedback and fixes the problems we may have.

A huge thank you to the Mary Kay staff and a special thank you to Lance for clearing up some of the questions.

My hope is so we can use this info to beautify our world and feel confident doing so.

Brigitte Iglay, Sr. Sales Director