

“ OUR PRODUCT MARKETING GROUP SAYS,  
This newest member of the TimeWise® age-fighting family — and the perfect complement to the Miracle Set® -- is formulated with scientifically studied ingredients that help quench your skin’s thirst overnight. In the morning skin will look more resilient, feel firmer, softer and healthier, and appear plumped from within. ”



**FACT:** WHEN SKIN OF ANY AGE IS NOT PROPERLY HYDRATED, LINES AND WRINKLES CAN BECOME MORE NOTICEABLE ALONG WITH OTHER SIGNS THAT SKIN IS OUT OF BALANCE. ALL WOMEN — EVEN THOSE WITH OILY SKIN — NEED TO USE SKIN CARE PRODUCTS THAT ARE FORMULATED TO NOT ONLY ADD MOISTURE BUT ALSO HELP SKIN *HOLD IN* EVERY PRECIOUS DROP.

### POWER STATEMENT:

WAKE UP TO A BEAUTIFUL MORNING.  
BOOST AGE-FIGHTING BENEFITS WHILE YOU SLEEP WITH A SKIN-RENEWING MASK OF HYDRATION.

### BENEFITS AND CLAIMS

Women who used TimeWise® Moisture Renewing Gel Mask as a sleeping mask in an in-depth consumer study\* overwhelmingly agreed that it not only enhanced the overall appearance of their skin but also delivered these skin-renewing benefits:

- 100% said it helped skin look smoother
- 98% said skin elasticity was improved
- 93% said their skin felt firmer
- 90% said their skin looked younger
- 87% said it helped minimize the appearance of fine lines
- 84% said skin was instantly hydrated

\*Results reported during a two-week independent consumer study

### TARGET CUSTOMER

- Women who are interested in facial age-fighting and skin-nourishing benefits delivered in a luxuriously rich gel formula
- Women who currently use TimeWise® skin care and are looking to add an extra dimension to their regimen
- Current mask users who want to add the latest age-fighting benefits to their masking routine
- Women who want an additional level of hydration in their skin care regimen
- Women who want an additional pampering level in their skin care regimen
- Women who look for the “latest and greatest” in skin care products to help them look as young as they feel

### How It Works

This intensely hydrating gel mask is formulated to nourish skin whose moisture has been depleted using a combination of beneficial natural ingredients.

- **Formulated to attract and maintain moisture.** This advanced formula contains sodium hyaluronate, closely related to hyaluronic acid. It acts like a sponge on your skin — helping to attract vital moisture so your skin can use it more effectively.
- **Formulated to help balance moisture levels.** The plant-derived glycerin in this formula acts as a humectant, attracting moisture to the skin.
- **Formulated to help firm and calm skin and strengthen skin barrier function.** The formula contains chestnut seed extract said to have firming and calming benefits and believed to help strengthen the skin barrier function. It also contains niacinimide, one of the two principle forms of vitamin B3, and is scientifically known to fortify the skin’s barrier.
- **Formulated with an antioxidant superpower.** The acai berry extract used in the formula is so innovative it has a patent-pending for use in cosmetic products. The acai berry has been reported to neutralize free radicals at a potency rate of more than 80 times that of Green Tea.

### KEY INGREDIENTS AND FUNCTIONS

Sodium Hyaluronate	Attracts and maintains moisture
Glycerin	Emollient that helps balance or maintain moisture levels in skin
Chestnut Seed Extract	Helps firm and calm skin and strengthen skin barrier
Vitamin B3 (Niacinimide)	Known to fortify the skin’s barrier
Acai Berry Extract (Euterpe Oleracea)	An antioxidant superpower that neutralizes free radicals at a potency rate more than 80 times that of Green Tea
Vitamin E (Tocopherol Acetate)	Antioxidant with skin-soothing benefits
Squalane	Acts as a lubricant on the skin’s surface for a soft, smooth appearance
Botanical Blend of Chamomile (Anthemus Nobilius Flower), Lavandin (Lanandula Hybrid), Rosemary (Rosemarinus Officinalis), Rosewood (Aniba Rosaiodora) and Geranium (Pelargonium Graveolens)	Provides an aromatic scent for a sense of well-being

### APPLICATION INSTRUCTIONS

- Gently massage into skin as the final step in your nighttime regimen. Avoid the eye and mouth areas as you would with any mask, leaving it on overnight.

### CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- All TimeWise® skin care products
- Indulge® Soothing Eye Gel

### CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	Dry to oily skin

### USE-UP RATE:

TimeWise Moisture Renewing™ Gel Mask, 5 oz.	Uses/Pkg	Months 1 tube will last if used 3x/wk	Months 1 tube will last if used 2x/wk
average user	44	3	5
light user	80	6	10
heavy user	31	2	3