

## Triple-action charcoal mask acts like a magnet to deep-clean pores.



- Activated charcoal acts like a magnet to unclog pores.
- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- 79% of men and women agreed: “Skin looks clearer” after use.<sup>1</sup>

<sup>1</sup>Based on a 21-day independent consumer study in which 166 men and women with blemish-prone skin used the product 2 or 3 times a week

*Skin has a natural exfoliating process. Sometimes this process doesn't work as effectively as it should, so oil, bacteria and impurities get trapped inside pores. The Clear Proof® Deep-Cleansing Charcoal Mask helps remove the dirt and impurities that can contribute to problem skin and offers a gentle solution for supporting a clearer-looking complexion.*

**POWER STATEMENT:****Triple-action charcoal mask acts like a magnet to deep-clean pores.**

Enjoy clearer-looking skin with the newest member of the Clear Proof® Acne System. This triple-action mask deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

**THE SCIENCE BEHIND THE PRODUCTS:**

- 1. Activated Charcoal:** When charcoal goes through a special heating process, it becomes activated, making it more porous. Activated charcoal is known to absorb up to double its weight in impurities. The power of activated charcoal helps unclog pores, taking skin beyond everyday clean. As a result, your complexion looks clearer and healthier, and pores appear minimized.
- 2. Kaolin and Bentonite Clays:** Studies show people with problem skin produce more oil than people in a control group do. Skin also can become oilier with seasonal changes or other factors, making excess oil a common concern. Formulated with the absorbent power of kaolin and bentonite clays, this mask instantly absorbs excess oil and reduces shine.
- 3. Honeysuckle and Navy Bean Extracts:** Clear Proof® Deep-Cleansing Charcoal Mask contains honeysuckle and navy bean extracts shown to target the appearance of skin discoloration. Together, they're a powerful ingredient combination designed to help you leave a troubled past behind and create a clearer-looking future. Additionally, during in-vitro testing, each botanical extract was shown to impact factors that may help soothe skin.

**APPLICATION INSTRUCTIONS:**

Use the mask 2 or 3 times per week after your cleansing step. Smooth an even layer over clean skin. Leave on skin for 10 to 20 minutes. Rinse thoroughly with warm water, and pat dry. Try multi-masking. Apply Clear Proof® Deep-Cleansing Charcoal Mask to oily areas of the face and the TimeWise® Moisture Renewing Gel Mask to dry areas of the face for a customized approach to masking.

\*Over-the-counter drug product

**YOU'LL WANT TO TRY THIS IF:**

- You are looking for an effective yet gentle product to unclog pores, absorb excess oil and reduce shine.
- You are a teen with problem skin or a mom who buys skin care products for your teen.
- You use any Mary Kay® skin care regimen and are interested in the benefits of activated charcoal.

**FORMULA ATTRIBUTES:**

- ✓ Suitable for all skin tones and types, particularly those with oily skin
- ✓ Clinically tested for skin irritancy and allergy
- ✓ Dermatologist-tested
- ✓ Suitable for blemish-prone and sensitive skin
- ✓ Non-comedogenic