

“OUR PRODUCT MARKETING GROUP SAYS,  
This multitasking genius breathes new life into tired, sluggish, stressed skin. TimeWise® Moisture  
Renewing Gel Mask is deeply hydrating, replenishing moisture on contact and delivering other  
skin-renewing benefits.”



**FACT:** AS WE AGE OUR SKIN'S ABILITY TO STAY PROPERLY HYDRATED IS DIMINISHED, WHICH LEADS TO SKIN LOOKING OLDER THAN IT IS. 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:

10 PAMPERING MINUTES. 10 SKIN-RENEWING BENEFITS.

### BENEFITS AND CLAIMS

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

- 92% said skin felt smoother and softer
- 86% said skin felt pampered and nourished
- 85% said skin looked firmer and felt purified
- 84% said it helped reduce the appearance of pores
- 82% said skin was calmed and instantly hydrated
- 77% said skin appeared less stressed

\*Results reported during an independent consumer study during which 114 women used the product for 10 minutes two to three times per week over a two-week period.

### 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
- Anyone who wants to add the latest age-fighting or an additional level of hydration to their skin care regimen

### HOW IT WORKS

This high-performing gel mask contains a number of important ingredients that work synergistically to deliver skin-renewing benefits.

- **Formulated to attract and maintain moisture.** This advanced formula contains sodium hyaluronate, closely related to hyaluronic acid. This powerful humectant 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 which impacts factors\* that may help calm skin.\* It also contains Niacinamide, one of the two principle forms of vitamin B3, and is scientifically known to fortify the skin's barrier.
- **Formulated with an antioxidant superpower.** Fresh acai berries have been reported to neutralize free radicals at a potency rate of more than 80 times that of Green Tea.

\*\*In an independent consumer study women agreed their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among other visible benefits.

### APPLICATION INSTRUCTIONS

- Apply a thick, even layer to clean skin. Leave on for 5–10 minutes. Remove with tissue or warm, wet washcloth. For an enhanced pampering experience, apply before bedtime and leave mask on overnight. Use 2 to 3 times per week.

### CROSS-SELLING OPPORTUNITIES

- TimeWise® Miracle Set
- All TimeWise® skin care products
- Indulge® Soothing Eye Gel
- Clear Proof® Deep-Cleansing Charcoal Mask

### CHARACTERISTICS

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