

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ The Mary Kay® After-Sun Replenishing Gel protects and replenishes everyone’s skin - men, women and children - for even more enjoyable outdoor days!

”

This ultra-light, cool blue gel contains soothing botanical extracts, which helps skin feel hydrated, smooth and refreshed.



Provides a cooling feel.

Non-sticky, applies easily and absorbs quickly.

FACT: Two-thirds of the sun exposure a person experiences during their lifetime is incidental (less than one cumulative hour of sun exposure during the day, like driving a car, walking to and from the office to your car, etc.)

## PRODUCT POSITIONING

The Mary Kay® Sun Care Collection protects and replenishes the skin.

### BENEFITS AND CLAIMS

- The Mary Kay® After-Sun Replenishing Gel offers botanical extracts rich in soothing antioxidants to replenish vital moisture.
- Non-sticky
- Applies easily
- Absorbs quickly
- Provides a cooling feel

### TARGET CUSTOMER

- Customers who are interested in addressing skin care needs resulting from exposure to sun and wind due to outdoor activity.

### HOW IT WORKS

- After outdoor exposure, the Mary Kay® After-Sun Replenishing Gel offers botanical extracts rich in soothing antioxidants to replenish vital moisture.
- It does not contain sunscreen.

### KEY INGREDIENTS AND FUNCTIONS

Glycerin	<b>Moisturizer/Hydrator:</b> Helps condition and smooth the skin by adding, attracting, or retaining moisture.
Rhodiola Rosea Root Extract, Vanilla Tahitensis Fruit Extract	<b>Conditioner:</b> Improves the appearance of skin (e.g. skin looks softer, smoother, etc.).
Camellia Sinensis Leaf Extract	<b>Antioxidant:</b> Helps protect the skin from the effects of free radicals generated by the environment. <b>Soothing Agent:</b> Known for its calming and soothing properties.

### APPLICATION INSTRUCTIONS

- Gently massage gel into skin over affected area.

### YOU MAY ALSO LIKE

- Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15\*
- Mary Kay® Sunscreen Broad Spectrum SPF 50\*
- Mary Kay® CC Cream SPF 15\*