

OUR SCIENTISTS SAY,

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Because there are multiple external and internal factors that can cause dark circles and under-eye puffiness, these common beauty concerns are often difficult to treat. That's what makes TimeWise® Targeted-Action™ Eye Revitalizer so remarkable.

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Feel a cooling sensation as the product begins to work within seconds of applying it.

This power-packed serum contains an exclusive blend of ingredients specifically formulated to address the multiple causes of dark circles and under-eye puffiness.

FACT: Hundreds of ingredients were extensively tested by scientists in the Mary Kay Skin Care Laboratories to find the most effective ones to address the multiple causes of dark circles and under-eye puffiness.

POWER STATEMENT

After just two weeks, 7 out of 10 women said their dark circles and under-eye puffiness were less noticeable.*

BENEFITS & CLAIMS

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* In a consumer study conducted by an independent research facility

TARGET CUSTOMER

- People with dark circles in addition to under-eye puffiness

HOW IT WORKS

- Dark circles and under-eye puffiness may appear due to environmental exposure, UV damage, aging, external irritants, and excess melanin.
- Mary Kay scientists determined the most effective ingredients to address the multiple causes of dark circles and under-eye puffiness.
- Many of these ingredients are botanically derived, and in combination with peptides and other non-botanical ingredients, are able to deliver the most impressive results.

KEY INGREDIENTS & FUNCTIONS

Citrus peel (<i>Apigenin</i>)	Antioxidant <ul style="list-style-type: none"> • Helps to reduce the appearance of dark circles • Helps protect the skin and aids in maintaining the natural support barrier • Reduces irritation caused by certain environmental elements
Cucumber (<i>Cucumis sativa</i>) extract	Soothing Agent <ul style="list-style-type: none"> • Has been shown to reduce the appearance of melanin on the surface of the skin
Oat kernel (<i>Avena sativa</i>) extract	Soothing Agent <ul style="list-style-type: none"> • Has been shown to reduce irritation caused by certain environmental elements
Gotu kola (<i>Centella asiatica</i>)	Conditioner and Toning Agent <ul style="list-style-type: none"> • Helps protect the skin and aids in maintaining the natural support barrier • Increases microcirculation to help keep excess fluid from settling under the eyes

APPLICATION

Order

- Cleanse
- Exfoliate
- Freshen
- Supplement
- Moisturize
- Protect/Finish

Notes About Order of Application

- Before any other eye-area products are applied, place the rollerball at one corner of the eye, and roll the applicator to the opposite corner and then back to the starting point. This will apply all the product you need.

Instructions

Hold the bottle at an angle to deliver the serum to the rollerball. Glide the rollerball under the eye area, without pressing. Gently pat into skin with your ring finger.

CROSS-SELLING OPPORTUNITIES

- Eye cream
- Other TimeWise® products

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers