

OUR MAKEUP ARTISTS SAY,

“

A woman's skin doesn't have to be truly flawless to look like it is. The first step to creating a perfect finish begins with concealing imperfections such as dark circles, blemishes and age spots.

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The long-lasting, lightweight, creamy formula evens out skin tone and hides dark undereye circles.



The cap is easy to grip and remove

**MAKEUP TIP:** Always use your ring finger to apply concealer. It's the best way to blend and get the coverage you want without wiping the product away.

**PRODUCT POSITIONING**

The Mary Kay® Concealer offers natural, skin-toned shades. The Yellow concealer shade can be offered to help reduce the appearance of red in the skin tone.

**TARGET CUSTOMER**

- Any customer who would like to conceal an imperfection or who has dark undereye circles.
- Any customer who wears Mary Kay® foundations, powders and/or the Facial Highlighting Pen.

**BENEFITS & CLAIMS**

- Lightweight, creamy formula
- Long-lasting
- Waterproof
- Seven great shades

**CHARACTERISTICS**

✓	Dermatologist Tested
✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Non-comedogenic

**HOW IT WORKS**

- Select a shade that best matches your skin tone to even out skin or choose a shade lighter than your skin tone to highlight areas of the face.

**KEY INGREDIENTS & FUNCTIONS**

<b>Titanium Dioxide</b>	Colorant: Imparts color, opacity and pearlescence to the product or the skin.
<b>Chamomile Extract</b>	Soothing Agent: Known for its calming and soothing properties.
<b>Hydrolyzed Wheat Protein (Hydroxypropyl Polysiloxane)</b>	Conditioner: Improves the appearance of skin; skin looks softer and smoother.

**APPLICATION**

*Instructions*

Before applying foundation, apply a small dot on targeted area. Gently pat with sponge or fingertips until blended.

*Notes About Application*

Please note that the Yellow shade may help reduce the appearance of red in the skin tone.

**Shade Conversion Chart:**

MK Signature® Concealer	NEW Mary Kay® Concealer
Yellow	Yellow
Yellow	Ivory 1
Light Ivory	Ivory 2
Ivory	Beige 1
Beige	Beige 2
Light Bronze	Bronze 1
Bronze	Bronze 2

**CROSS-SELLING OPPORTUNITIES**

- Any Mary Kay® Foundation
- Mary Kay® Facial Highlighting Pen
- TimeWise® Targeted-Action® Eye Revitalizer
- Acne Treatment Gel

**USE-UP RATE**

- Approximately 4 months for the average user