

 clearproof®

Take back control of your skin  
with this four-product set.



MARY KAY®

See clearer skin in just 7 days.\*

**STEPS**

- 1** Clear Proof® Clarifying Cleansing Gel,† \$16  
Deep cleanses skin to penetrate and clear pores. Gently removes dirt, oil and complexion-dulling impurities. **Contains 2% salicylic acid.**
- 2** Clear Proof® Blemish Control Toner,† \$15  
Tones without over-drying. Cleanses skin and helps control shine. Leaves skin feeling soft and supple. **Contains 2% salicylic acid.**
- 3** Clear Proof® Acne Treatment Gel,† \$10  
Helps clear up pimples fast while helping prevent new ones from forming. Helps fade the look of lingering acne spots. **Contains 5% benzoyl peroxide.**
- 4** Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin, \$18  
Replenishes moisture to provide balanced hydration. Helps control excess oil, leaving skin with a beautiful matte finish.

†Over-the-counter drug product

\*Based on a 12-week clinical study

## Who's the Customer?

- Anyone with mild to moderate acne
- Teens
- Young adults
- Women 40+ experiencing acne for the first time or with recurring acne

- Clears up blemishes without irritation and helps maintain a clear complexion.
- Unclogs pores, removes excess oil and leaves skin feeling healthier.
- Fades the look of lingering acne spots.
- Attacks multiple factors that can contribute to acne breakouts.

## How Can I Get My Customers to Switch From a Competitor's Brand?

*When selling this skin care line, you may want to point out that the set:*

- Clears blemishes without irritation; helps maintain a clear complexion.
- Unclogs pores, removes excess oil and leaves skin feeling healthier.
- Fades the look of lingering acne spots.
- Controls excess oil while helping to dramatically reduce the appearance of pores.
- Uses a combination of salicylic acid and benzoyl peroxide to attack multiple factors that can contribute to acne breakouts.
- Is mild enough to use daily. Skin looks and feels healthier without an uncomfortable tight feeling.
- Shown effective on teens to people in their 50s, males and females, different ethnicities.

