



# TIMEWISE® CELLU-SHAPE™ CONTOURING SYSTEM

MARY KAY®





# Introduction

- Welcome!
- Learn, and boost your selling confidence.
- Ask questions during workshop.
- Share experiences.
- Questions before we begin?



# Outline

- Attendee introductions
- Cellulite basics
- Overview of TimeWise® Cellu-Shape™ Contouring System
- TimeWise® Cellu-Shape™ Contouring System product details
- Questions



# Objectives

By the end of this module, you will be able to:

- Explain how cellulite is formed.
- Share TimeWise® Cellu-Shape™ Contouring System product information with your customers.
- Identify the TimeWise® Cellu-Shape™ customer.
- Answer questions about the TimeWise® Cellu-Shape™ Contouring System.



# Exciting News!



The TimeWise® Cellu-Shape™ Contouring System features two products to fight cellulite 24 hours a day. This two-step system is one of the most complete body care systems on the market.

- TimeWise® Cellu-Shape™ Daytime Body Moisturizer
- TimeWise® Cellu-Shape™ Nighttime Body Gel

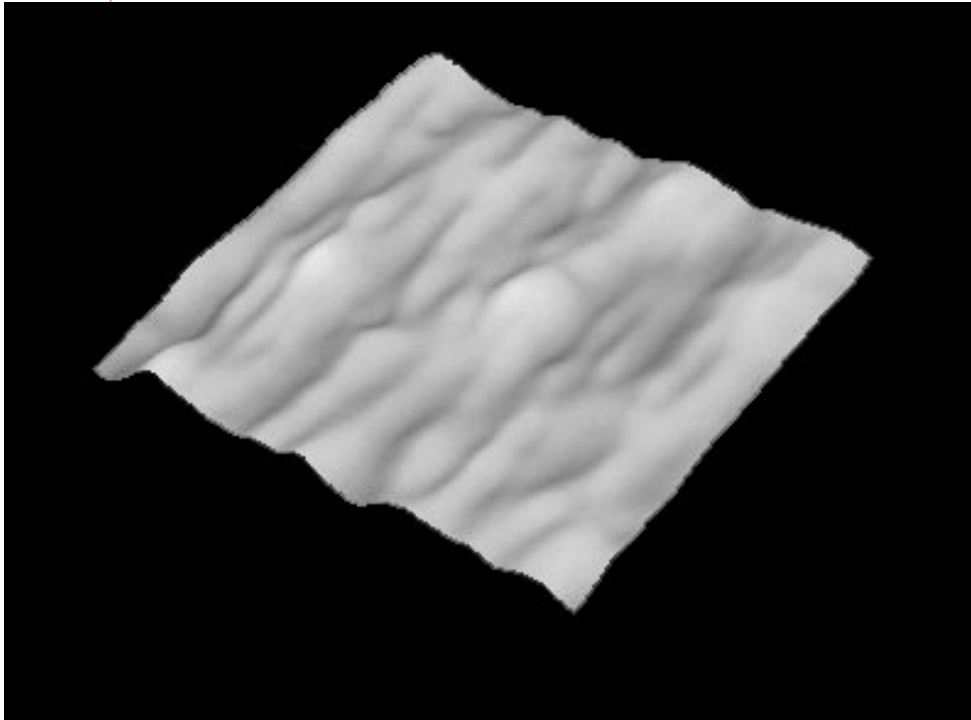


## Introducing TimeWise® Cellu-Shape™ Contouring System!

- The TimeWise® Cellu-Shape™ Contouring System works **day and night** to fight cellulite with an advanced multi-targeted approach.
  - In clinical testing, the TimeWise® Cellu-Shape™ Contouring System was shown to make cellulite less visible.
  - Extensive testing found that the innovative ingredients, *fortified with botanicals*, reduce the amount of cellulite-causing cells, stimulate cellular activity, and strengthen the skin's support system.



# Cellulite Basics

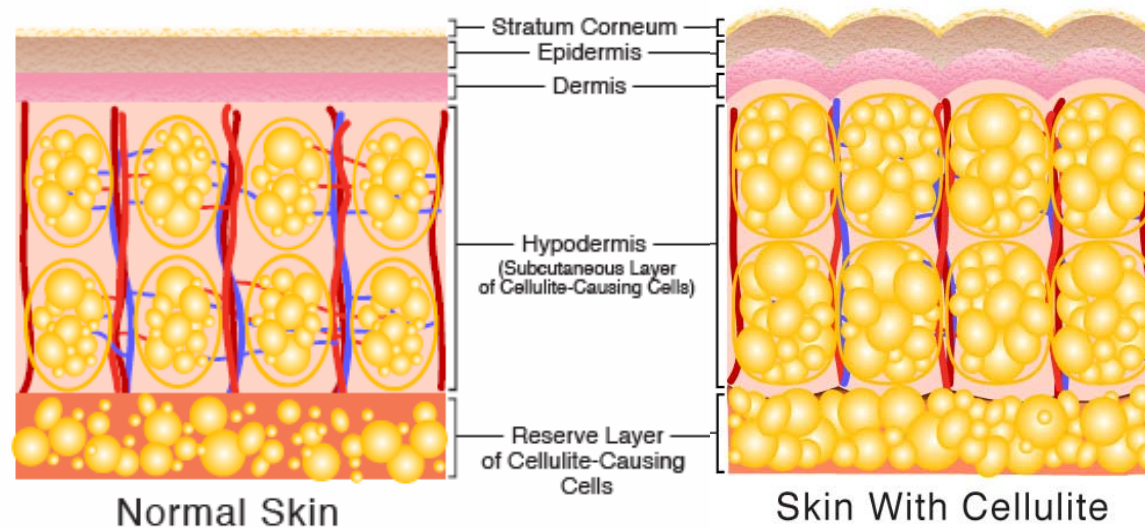


- What is cellulite?
  - Dimpled or orange-peel appearance of skin in the hips, thighs, and buttocks



# Cellulite Basics

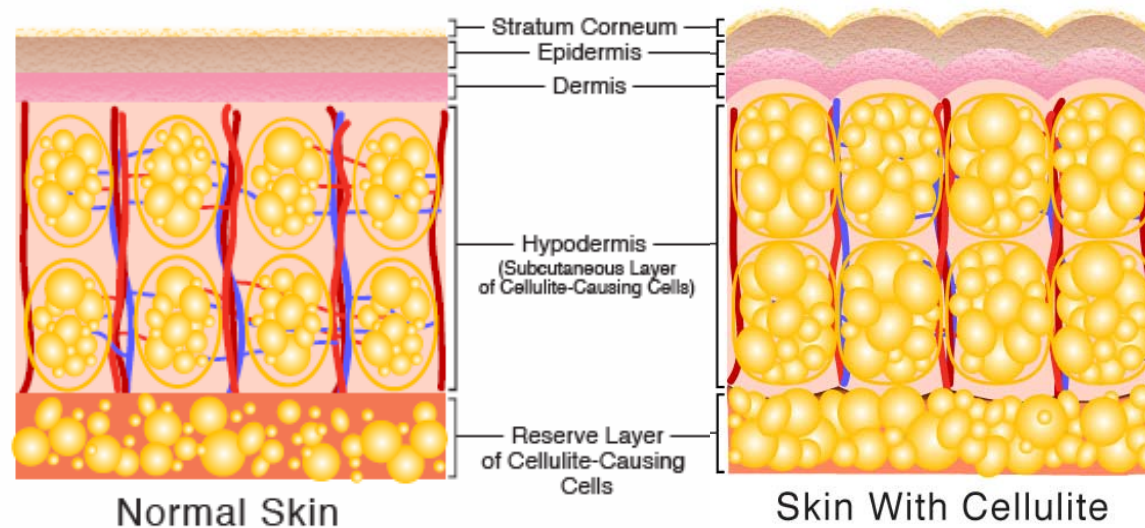
- What causes cellulite?
  - No one knows, but there are several theories
    - Cellulite dimples appear when fat deposits under the skin swell up and push into the dermis, causing the orange-peel appearance.





# Cellulite Basics

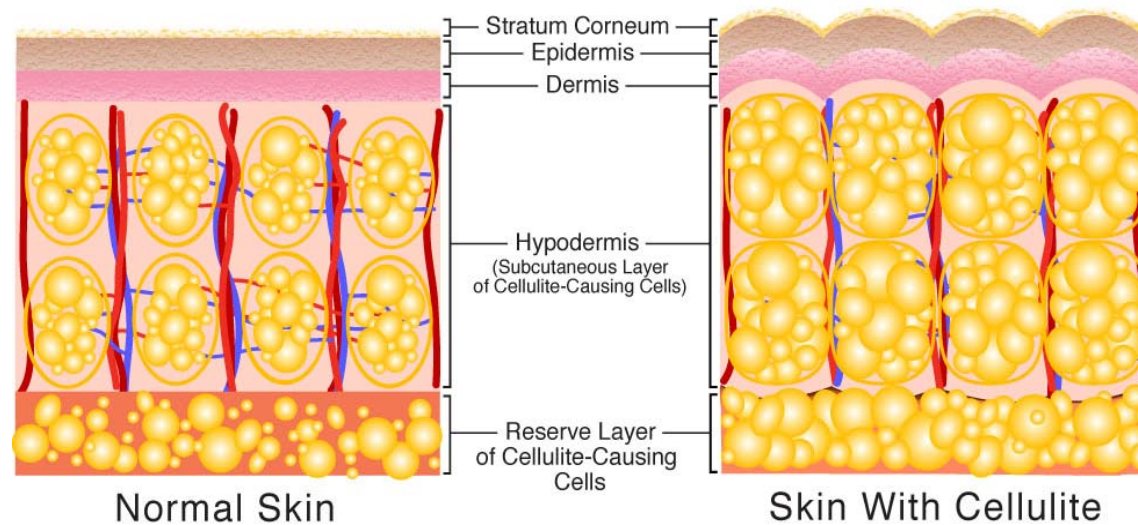
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    - Connective tissues tighten and contract, tugging down where they connect to the skin's surface, creating a dimple.





# Cellulite Basics

- What causes cellulite?
  - No one knows, but there are several theories
    - Excess fluid builds up beneath the dermis; this swelling contributes to the orange-peel appearance.



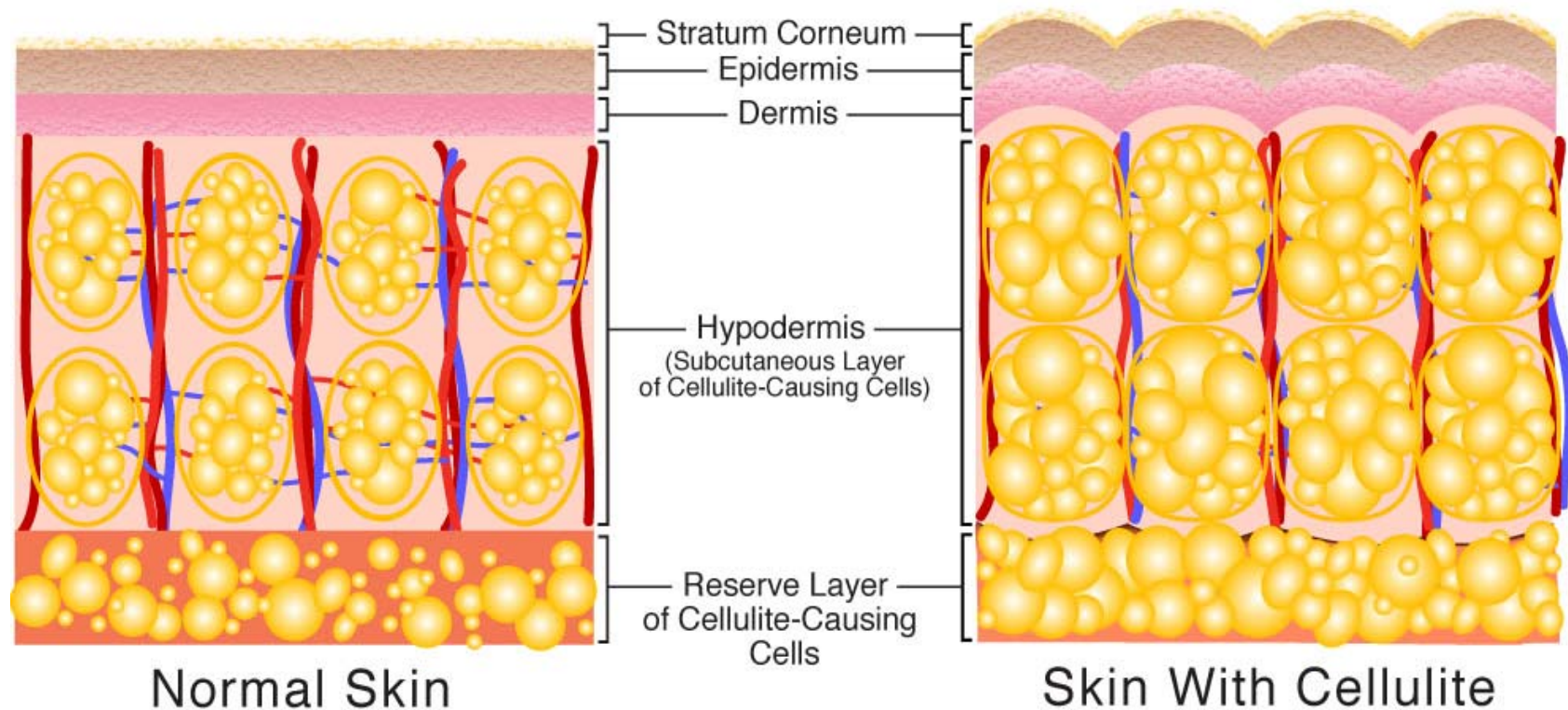


# Cellulite Basics

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# Cellulite Formation





## TimeWise® Cellu-Shape™ Contouring System Overview

- The TimeWise® Cellu-Shape™ Contouring System contains a powerful blend of ingredients **fortified with botanicals**.
- The Mary Kay Research and Development Department did extensive testing and identified ingredients that delivered the **most dramatic results** and came up with a very potent, very focused system.



# How Does Cellu-Shape™ Work?

Potential Cellulite* Cause & Reason to Contour	Addressed By	Key Ingredients	When
Swollen cellulite-causing cells push into the dermis, creating an orange-peel appearance	Breaking down cellulite-causing cells (so they can be eliminated)	<ul style="list-style-type: none"> <li>• Grapefruit extract (<i>Citrus paradisi</i>)</li> <li>• Hawthorn berry fruit extract (<i>Crataegus oxyacantha</i>)</li> </ul>	Day
	Diminishing production of new cellulite-causing cells to reduce the appearance of the orange-peel look	<ul style="list-style-type: none"> <li>• Brown algae extract (<i>Sphacelaria scoparia</i>)</li> <li>• Hawthorn berry fruit extract (<i>Crataegus oxyacantha</i>)</li> </ul>	Night
Stiffened connective tissue (weakened skin support structure)	Helping to strengthen the skin's collagen matrix	<ul style="list-style-type: none"> <li>• Carrot root extract (<i>Daucus carota sativa</i>)</li> <li>• Alfalfa extract (<i>Medicago sativa</i>)</li> <li>• Pumpkin seedcake (<i>hydrolyzed Cucurbita pepo</i>)</li> </ul>	Night



Grapefruit



Hawthorn



Brown Algae



Carrot



Alfalfa



# How Does Cellu-Shape™ Work?

Potential Cellulite* Cause & Reason to Contour	Addressed By	Key Ingredients	When
Poor drainage causes a buildup of fluid in the subcutaneous layer (hypodermis), which contributes to the orange-peel appearance	Increasing microcirculation and energizing cellular activity to speed up the removal of excess fluid and fatty acid	<ul style="list-style-type: none"> <li>• Guaraná seed extract (<i>Paullinia cupana</i>)</li> <li>• Caffeine</li> </ul>	Day
		<ul style="list-style-type: none"> <li>• Caffeine</li> <li>• Gotu kola extract (<i>Centella asiatica</i>)</li> </ul>	Night
Dry, thin skin accentuates the appearance of cellulite	Plumping up the epidermis by moisturizing, thus masking the appearance of dimpling	<ul style="list-style-type: none"> <li>• Glycerin</li> </ul>	Day Night
	Increasing the firmness of the epidermis to diminish the appearance of dimpling and to provide contouring benefits to the thigh area	<ul style="list-style-type: none"> <li>• Sweet almond seed extract (<i>Prunus amygdalus dulcis</i>)</li> <li>• Sunflower extract (<i>Helianthus annuus</i>)</li> <li>• Sea kelp extract (<i>Fucus vesiculosus</i>)</li> <li>• Grapefruit extract (<i>Citrus paradisi</i>)</li> </ul>	Day



Guaraná



Glycerin



Sunflower



Sea Kelp



Grapefruit



# TimeWise® Cellu-Shape™ Daytime Body Moisturizer



## *Power Statement*

The TimeWise® Cellu-Shape™ Daytime Body Moisturizer is a super-charged formula that stimulates cellular activity, significantly increases the skin's hydration level, and begins the firming and toning process to help deliver the most dramatic results.

*Suggested Retail Price: \$30*



# TimeWise® Cellu-Shape™ Nighttime Body Gel



## *Power Statement*

TimeWise® Cellu-Shape™ Nighttime Body Gel takes advantage of the time that your body naturally uses to rest, rebuild and repair. This formula completes the firming and toning process, strengthening the skin's support system in problem areas so the visible signs of cellulite are minimized. This product also moisturizes skin so it feels silky smooth to the touch.

*Suggested Retail Price: \$25*



# TimeWise® Cellu-Shape™ Contouring System Power Story



***These dramatic benefits were seen by a dermatologist during a 12-week clinical study of the TimeWise® Cellu-Shape™ Contouring System at an independent laboratory:***

**7 out of 10 women had less visible cellulite and lost up to ½ inch on *each* thigh.**

***Share this with your customers!***



Firmer Skin!\*

81%

Of women had  
firmer skin  
after 4 weeks.

\* Seen by a dermatologist



Greater Elasticity!\*

70%

Of women had skin  
with greater elasticity  
after 8 weeks.



\* Seen by a dermatologist



Smoother Skin!\*

100%

Of women had  
smoother skin  
after 12 weeks.

\* Seen by a dermatologist



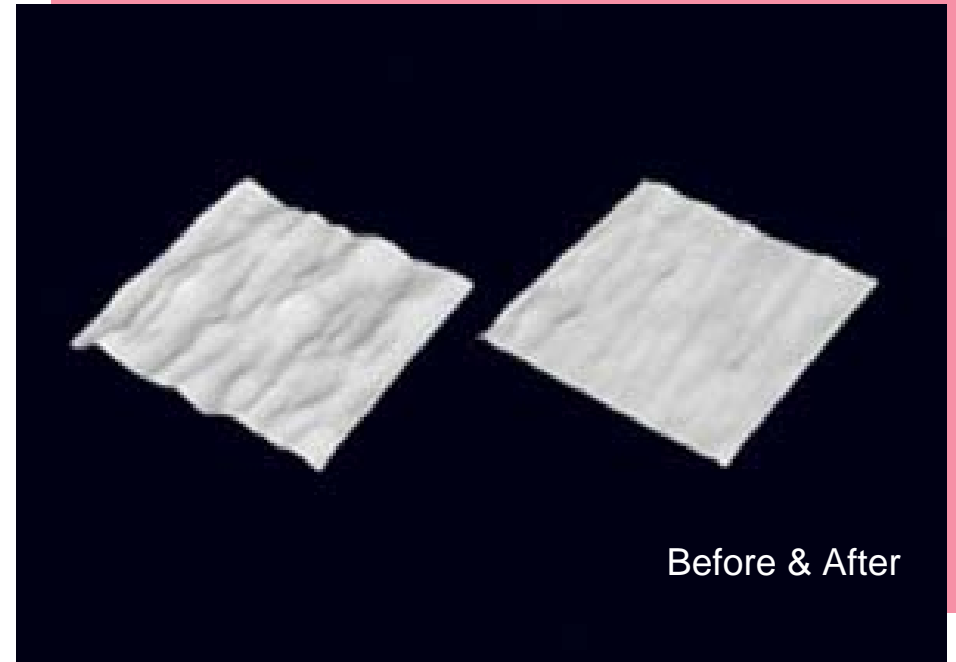
# Product Application

- Smooth on/rub in TimeWise® Cellu-Shape™ Daytime Body Moisturizer over entire body in the morning when you would apply your moisturizer.
- Smooth on/rub in TimeWise® Cellu-Shape™ Nighttime Body Gel on cellulite-prone areas in the evening.
- There's no need for heavy-duty rubbing. Gently massage the products into the skin as you would any other body lotion.
- Although these products provide hours of moisturization, if a customer chooses to apply an additional moisturizer, she would apply it after the TimeWise® Cellu-Shape™ products.



# Identify the TimeWise® Cellu-Shape™ Customer

- Women who have the desire to:
  - Reduce visible cellulite and lessen the dimpled look.
  - Improve skin texture, firmness and elasticity.
  - Contour skin along their thigh area.
- Body care users





## In Summary: What Your Customers Will Want to Know

- For maximum results, use TimeWise® Cellu-Shape™ Contouring System as a daily regimen.
- With these products, there's no need for heavy-duty rubbing or application by a machine.
- Formulated with a powerful mix of ingredients to reduce the appearance of cellulite and to contour the thigh area.



## In Summary: What Your Customers Will Want to Know

- The system's ingredients, including botanicals, levels out lumps and bumps and leaves skin feeling hydrated all day.
- The benefits add up. If she lost up to ½ inch on each thigh, that could mean up to 1 inch overall.



# Questions

- Questions regarding information shared today?
- Questions for you!



# Test Your Knowledge!

**QUESTION:** *What causes cellulite?*

**ANSWER:**

- No one knows for sure, but there are several theories
  - Cellulite dimples appear when superficial fat deposits under the skin swell up and push into the dermis, causing the orange-peel appearance.
  - Connective tissues stiffen and contract, tugging down where they connect to the skin's surface, creating a dimple.
  - Excess fluid builds up beneath the dermis; this swelling contributes to the orange-peel appearance.



# Test Your Knowledge!

**QUESTION:** *What are the benefits of the TimeWise® Cellu-Shape™ Contouring System?*

**ANSWER:**

- A dermatologist at an independent laboratory saw:
  - After 4 weeks, 81% had firmer skin.
  - After 8 weeks, 70% had skin with greater elasticity.
  - After 12 weeks, 100% had smoother skin.



# Test Your Knowledge!

**QUESTION:** *How does the TimeWise® Cellu-Shape™ Contouring System work?*

**ANSWER:**

- By plumping up the epidermis to mask the appearance of dimpling.
- By helping to strengthen the skin's collagen matrix.
- By diminishing production of new cellulite-causing cells to reduce the appearance of the orange-peel look.
- By increasing microcirculation to speed up the removal of excess fluid and fatty acids.



# Test Your Knowledge!

**QUESTION:** *Is there a difference in application of the two products?*

**ANSWER:**

- Both products are applied like a lotion.
- However, the Daytime Body Moisturizer is applied all over the body, and the Nighttime Body Gel is applied only on cellulite-prone areas.



# Test Your Knowledge!

**QUESTION:** *Does your customer need a body moisturizer in addition to the TimeWise® Cellu-Shape™ Contouring System?*

**ANSWER:**

- No, these products provide moisture in addition to helping reduce the appearance of cellulite and contouring the thigh area.



# Test Your Knowledge!

**QUESTION:** *Who is the target customer for the TimeWise® Cellu-Shape™ Contouring System?*

**ANSWER:**

- Women who have the desire to:
  - Reduce visible cellulite and lessen the dimpled look.
  - Improve skin texture, firmness and elasticity.
  - Contour skin along their thigh area.
- Body care users



# Test Your Knowledge!

**QUESTION:** *Why is using both products in the TimeWise® Cellu-Shape™ Contouring System important?*

**ANSWER:**

- During the day, when the body is more active, TimeWise® Cellu-Shape™ Daytime Body Moisturizer stimulates cellular activity and begins the firming and toning process.
- At night, TimeWise® Cellu-Shape™ Nighttime Body Gel works while the body is at rest and is regenerating itself. This formula completes the firming and toning process, strengthening the skin's support system.
- Different causes of cellulite are targeted with each of the products, so you should use both products to see the full benefits.



# Test Your Knowledge!

**BONUS QUESTION:** *Why don't men have cellulite?*

**ANSWER:**

- Structure of connective tissue in women accentuates the differences in the stores of fat within the adipose tissue
- Layer of connective tissue immediately below the dermis in women is irregular and discontinuous, but is smooth and continuous in men
- Men have less room in their connective tissue to store fat, so the buildup and stores of fat are less evident



# Challenge

- Try the TimeWise® Cellu-Shape™ Contouring System if you haven't already.
- Call at least five of your body care customers this week to let them know about this product.



# Happy Selling!

Remember Mary Kay's words...



*“We may learn everything there is to know... but unless we couple our knowledge and our enthusiasm with application, it will all be wasted.”*