

NEW TimeWise 3D® Foundations

INDEPENDENT BEAUTY CONSULTANTS

action plan

Mary Kay is excited to introduce the new and improved TimeWise 3D® Foundations, launching in May 2026! With **36 skin tone-mimicking shades**, finding your perfect match has never been easier. The new foundations feature:

- Shades that blend seamlessly for a natural look that stays true all day.
- Easier-than-ever shade-matching with simplified shade names that are consistent across both matte and luminous finishes.
- Improved coverage that is buildable from medium to full with a new needle-nose applicator for better control over the amount of product dispensed.



This **new and improved** formula provides all-day wear and is humidity- and sweat-resistant so you can look fresh from morning to night. Plus, it's infused with our patented TimeWise 3D® Complex — a powerhouse of resveratrol, vitamin B3 and an age-defying peptide — to help protect against free radicals and support skin's natural collagen and elastin. With the launch of the NEW TimeWise 3D® Foundations, the current TimeWise 3D® Foundations will be phased out. This gives you a great opportunity to connect with your current foundation customers to let them know about the NEW TimeWise 3D® Foundations. It can also help you expand your customer base to customers who do not currently use a Mary Kay® foundation!

This Action Plan offers practical tips and suggestions that can:

- ▶ Help you maximize sales of the current foundations as you transition your customers to the NEW TimeWise 3D® Foundations.
- ▶ Help you strategize ways to connect with new customers who may not use a Mary Kay® foundation currently.

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NEW TIMEWISE 3D[®] FOUNDATIONS | IBC ACTION PLAN

START TO STRATEGIZE (April 2026)

- ▶ Review the new education and marketing support materials on Mary Kay InTouch[®] to familiarize yourself with the new products. More support materials will be added as we get closer to the launch date.
- ▶ Connect with your current customers to see if they are ready to order more foundation so they have enough to get them through until the launch. If they are ready to order, you can fulfill orders offline with your personal inventory. Below are some suggestions you can include in your strategy:
 - Create promotions to help you sell through your personal inventory of TimeWise 3D[®] Foundations. Here are some ideas to help you sell through your personal inventory:
 - Offer a gift with purchase for every sale of the current TimeWise 3D[®] Foundations until the NEW TimeWise 3D[®] Foundations launch.
 - Offer a special hostess reward for prebooking foundation shade-matching parties.
- ▶ Consider how to transition your current TimeWise 3D[®] Foundation customers to the new formula. When booking appointments before the launch, it may be helpful to ask your customers about their skin care needs and whether anything has changed since you last saw them. That way you can lead with skin care and finish with foundation. Make a list!
- ▶ Start identifying customers who don't use a foundation but who might love the NEW TimeWise 3D[®] Foundations.

Current Customers:

- Customers who tried but didn't buy the current foundation. There's more to love about the new formula!
- Customers who love other Mary Kay[®] products but who aren't using the current foundation.

New Customers:

The launch of the NEW TimeWise 3D[®] Foundations is a great opportunity to develop a new base of customers. Introducing potential new customers to the new foundations could lead them to become Mary Kay brand-lovers and loyal customers as their beauty needs evolve!

Here are a few ideas to help you reach out to these customers:

- Meet them where they are. Since most consumers' paths to purchasing beauty products often include following popular trends and content creators on TikTok and Instagram, consider using these social media platforms to market the NEW TimeWise 3D[®] Foundations to them.
 - Create a plan to promote the NEW TimeWise 3D[®] Foundations on your social media channels when they launch. If you are new to Instagram and TikTok, check out the MKConfident™ Social Media Savvy modules to get started, and take advantage of these platforms to learn how to connect with a new audience.
- ▶ Attend your Independent Sales Director's unit meetings to learn all the key details about the NEW TimeWise 3D[®] Foundations. This is also a good way to ask any questions you may have about the new products, about the target customers, as well as about how to help transition your current foundation customers to the NEW TimeWise 3D[®] Foundation.

Important Notes:

- For customers using the current TimeWise 3D[®] Foundations, there will be a Conversion Chart to help them transition to the new shade/formula that is best for them. Keep in mind, with the extended shade range, their match may be a new shade!
- The AI-powered Foundation Finder tool will be updated with the launch of the NEW TimeWise 3D[®] Foundations on May 16.

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STAY IN THE KNOW (Summer promotional period 2026)

- ▶ Go to MKConfident™ and complete the TimeWise 3D® Foundation module to learn more about the new and improved foundation.
- ▶ Stay connected to Mary Kay InTouch® for more information about the exciting NEW TimeWise 3D® Foundations launch.

AFTER THE TIMEWISE 3D® FOUNDATIONS LAUNCH

- ▶ Consider sharing your Shop link that has the AI-powered Foundation Finder tool to encourage your customers to find their new shade. This is a sure way to elevate your customers' shopping experience. In seconds, the mobile-friendly tool will match them to their foundation shade.
- ▶ Prepare to market the NEW TimeWise 3D® Foundations on your social media channels, especially Instagram and TikTok. Share your personal testimonials or your customers' testimonials (with their permission). This approach provides a genuine perspective of the new line — and the next generation prefers real, relatable content!
- ▶ Remember to leverage images in the Digital Image Library and the content ideas in the Social Media Playbook.
- ▶ Create conversations with your followers by engaging with their comments and replying in a timely way. This may lead to bookings and purchases!

For more information, strategies and tips to help with launching the NEW TimeWise 3D® Foundations, please visit Mary Kay InTouch®.