

FOR INTERNAL USE ONLY

# ARTISTS COLLECTION BRIEF

NEW

# Hyper Real

HIGH-PERFORMANCE  
SKINCARE

BORN FROM SCIENCE, APPROVED BY MAKEUP ARTISTS

DESIGNED TO IMPROVE YOUR SKIN INSTANTLY AND OVER TIME,  
PERFECTLY PREPPING YOUR CANVAS FOR YOUR BEST MAKEUP

FORMULATED WITH PRO-4 POWER INFUSION MATRIX™

FOR A PETAL-SOFT CANVAS WITH LIT-FROM-WITHIN RADIANCE

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# VOGUE

## BUSINESS

### Mac Cosmetics debuts performance-based skincare line

The makeup brand is venturing further into the growing skincare market with its new range, Hyper Real. In an exclusive interview, CMO Aïda Moudachirou Rebois and creative director Drew Elliott explain the launch.



Mac Cosmetics, the beauty brand known for its colour cosmetics and network of professional makeup artists, is making a big play for the growing skincare market. Its goal is for at least 30 per cent of its beauty customers to also use its skincare products in the next three years.

The brand, which is owned by The Estée Lauder Companies, will debut a new “high-performance” skincare range called Hyper Real, designed to simultaneously improve skin and enhance makeup. The range features a hybrid serum-moisturiser product or “serumiser” (\$55), a moisturising cream (\$49), cleansing oil (\$48) and serum and moisturiser brush (\$37). From January, it’ll be available to purchase at over 1,500 Mac stores worldwide as well as online.

This isn’t Mac’s first venture into skincare — the brand has a Prep and Prime series that includes a primer, finishing powder and setting spray, as well as a Lightful C3 range of cleansers and micellar water sold predominantly in the



Asia-Pacific region. But its skincare has historically had more of “a supporting role to bring makeup to life”, says CMO Aïda Moudachirou Rebois. Today, it’s taking centre stage as customers invest more in their skincare routines. “For the customer, having beautiful skin is as much a statement as beautiful colour,” she says.

Mac isn't the only cosmetics brand to make a push into the skincare market, which is set to reach \$181 billion globally by 2025, up from \$155 billion in 2021, according to Euromonitor. Unilever-owned Hourglass Cosmetics launched a skincare collection in February 2021. Huda Beauty did the same in launching Wishful, Kylie Cosmetics ventured out with Kylie Skin, and Fenty Beauty expanded into Fenty Skin. They join makeup brands like Bobbi Brown, Laura Mercier and Chantecaille, which have sold creams for decades, as well as skincare upstarts such as Beauty Pie, which sells makeup and skincare direct to consumers without the retail markup.

The skincare sector emerged as a bright and profitable spot during Covid, says Accenture's global beauty lead Audrey Depraeter-Montacel. But she adds: “It’s one thing to be willing to go into that category, and another to do it well.”

## Owning the skincare category

Mac may seem late to the skincare game, but Moudachirou Rebois says it took time to get the products right — the skincare line has been in development for four years. “That’s how long it takes to bring something great to the very competitive market,” she says.

For brands that don’t formulate or manufacture in-house, a new category requires significant investment. The product development cycle for skincare is typically longer than makeup, with more testing required and a greater focus on ingredients, says Manola Soler, senior director at Alvarez and

Marsal, a professional services firm specialising in business transformation. “Skincare tends to be more research-driven. It’s a different pace than makeup, which is a more fashion-driven business with more churn of SKUs.”

As an Estée Lauder subsidiary, Mac was able to benefit from internal research and development capabilities, Moudachirou Rebois acknowledges. Hyper Real products feature a rare Japanese peony extract as well as niacinamide to help increase cell turnover, hyaluronic acid for moisture and ceramides to strengthen the skin barrier.

The launch did, however, require several new hires. Moudachirou Rebois declined to comment on how many jobs were created but says the team behind Hyper Real includes executives in New York, research and development partners in North America and those working in product development in Asia Pacific. “This is the first time we’ve set up a dedicated product development and marketing team, which is really going to help us make this launch as sharp, relevant and unique as it needs to be.”



Marketing will be spread across multiple touchpoints in a tailored way, says Drew Elliott, Mac’s global creative director since 2019. “In the old school way, we could make one big ad, and it would run, and that’s what you get. Today, our launch is supported by hundreds of pieces of content [from imagery by renowned fashion photographer Tim Walker to videos on TikTok] so that people can find their way in, whether they have a skin concern and are looking for an answer or if they want inspiration from a finished look.”

The launch includes an event in Los Angeles in January 2023, where influencers, pro artists and media will be invited to learn about, try and create content for the new products. Mac is also investing in education and training for its makeup artists on how to take care of skin.

Backstage beauty is another channel that could help spread awareness. Fashion designers increasingly derive sponsorship from skincare brands. While Mac is no longer an official fashion week partner, it still provides

makeup products for 60-plus individual shows globally, and its vast roster of makeup artists is also often used. Mac has already snuck skincare to makeup artists at a recent fashion show, Elliott says, and this is something it will “absolutely” pursue.

How far can the category stretch for Mac? “We want to be a brand that owns makeup *and* owns skincare,” says Moudachirou Rebois. “Think about the beauty regime and all the [skincare] products that can be used with makeup, and you have your answer.”

#### LINK TO ARTICLE

<https://www.voguebusiness.com/beauty/mac-cosmetics-debuts-performance-based-hyper-real-skincare-line>

FOR ADDITIONAL PRINT AND ONLINE VERSIONS IN LOCAL LANGUAGE:

December/January issues: US, UK, Germany, Italy, Spain, France, Mexico, India and China (online only)

# HYPER REAL

PRODUCT  
KNOWLEDGE

# HYPER REAL SKINCARE

**ABOUT** Born from science, approved by makeup artists. Designed to improve your skin instantly and over time, perfectly prepping your canvas for your best makeup. Formulated with Pro-4 Power Infusion Matrix, for a petal-soft canvas with lit-from-within radiance.

**GLOBAL** ☆ ☆ ☆ ☆ ☆

**ON COUNTER:** Global - January 1, 2023

**DISTRIBUTION:** Global - Mandatory

Hyper Real Serumizer ■  
Mini MAC Hyper Real Serumizer ■  
Hyper Real Fresh Canvas Cleansing Balm ■  
Mini MAC Hyper Real Fresh Canvas Cleansing Balm ■  
Hyper Real Fresh Canvas Cleansing Oil ■  
001 Serum + Moisturizer Brush ■

**LEGEND**

■ New Shade, Stays In Line

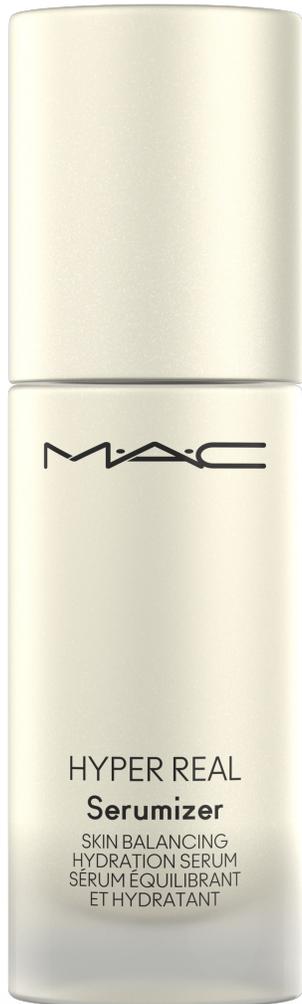
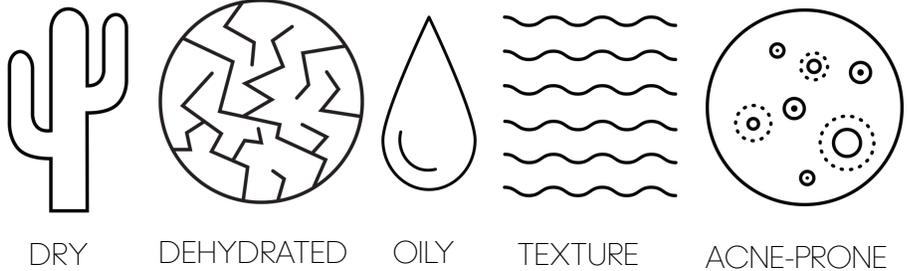


# HYPER REAL SERUMIZER

## HYPER REAL SERUMIZER

An innovative hybrid serum + moisturizer that improves the look and feel of your skin, creating petal-soft skin with a lit-from-within radiance.

### BEST FOR



### KEY INGREDIENTS

#### PRO-4 POWER INFUSION MATRIX™

- Japanese Peony Extract
- Niacinamide
- Ceramides
- Hyaluronic Acid

### KEY BENEFITS

- Balances skin (by adding hydration + controlling oil)
- Retexturizes skin (by boosting cell turnover and minimizing fine lines and pores)
- Strengthens the skin barrier (Ceramides strengthen the skin's barrier)

### FRAGRANCE

TOP: Apple, Pineapple, Peach, Orange, Mandarin  
 MID: Honey, Muguet, Lavender, Rose  
 DRY: Vanilla, Tonka, Musk

### MAKEUP RESULT:

Hyper Real Serumizer is designed to perform with makeup. It will not pill, noodle, clog pores or cause acne.

The blend of 4 ultra-fine light diffusers, silver, violet, gold, and pink delivers an instant glow, without frost or sparkle.

It allows you to achieve a healthy radiance you can see and feel without the greasy shine. It minimizes the appearance of pores, dullness, fine lines & wrinkles while the strengthened skin barrier leaves skin looking plump, soft and supple for the smoothest makeup application.

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# HYPER REAL SKIN CANVAS BALM

## HYPER REAL SKIN CANVAS BALM

A high-performance moisturizer strengthens and protects skin barrier, hydrates and smooths for supple, petal-soft skin with a healthy glow, perfectly prepped for makeup application.

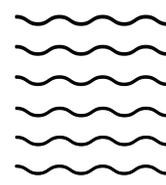
### BEST FOR



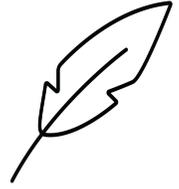
DRY



DEHYDRATED



TEXTURE



SENSITIVE



### KEY INGREDIENTS

#### PRO-4 POWER INFUSION MATRIX™

- Japanese Peony Extract
- Niacinamide
- Ceramides
- Hyaluronic Acid

#### MANGO SEED BUTTER

#### AVOCADO SEED BUTTER

### KEY BENEFITS

- Hydrates
- Soothing
- Barrier
- Retexturize / Smooths

### FRAGRANCE

TOP: Apple, Pineapple, Peach, Orange, Mandarin

MID: Honey, Muguet, Lavender, Rose

DRY: Vanilla, Tonka, Musk

### MAKEUP RESULT:

Hyper Real SkinCanvas Balm is a lightweight moisturizer that enhances skin's affinity with makeup and will not pill, noodle, or clog pores.

It immediately provides a healthy-looking glow from hydration and increase in skin radiance immediately while retexturizing and soothes skin.

It is best for drier skin concerns and can be layered over Serumizer where extra moisturizer is needed.

FOR INTERNAL USE ONLY

# HYPER REAL FRESH CANVAS CLEANSING OIL

## HYPER REAL FRESH CANVAS CLEANSING OIL

A lightweight cleansing oil that gently removes stubborn makeup, eradicates impurities, pollutants & micro-dust and smooths and softens skin for a healthy, clean glow.



### BEST FOR



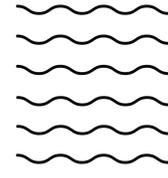
DRY



DEHYDRATED



OILY



TEXTURE



SENSITIVE

### KEY INGREDIENTS

Formulated with plant-derived ingredients, including:

- Japanese Peony Extract
- Tsubaki Oil
- Jojoba & Sunflower Seed Oils
- Vitamin E

### KEY BENEFITS

- Gently removes stubborn long wearing makeup
- Removes pollutants and microdust
- Smooths and improves skin texture

### MAKEUP RESULT:

Fresh Canvas Cleansing Oil breaks down and removes the toughest long-wearing, waterproof, 24 hr wear makeup while smoothing skin texture immediately. These benefits make it a perfect makeup partner, whether you are prepping your skin for your skincare & makeup routine or removing your makeup as part of your night routine.

For best makeup removal results, use this product on dry skin to emulsify makeup then rinse with warm water. This can also be the first step in a double cleansing routine.



## SERUMIZER

- Serumizer has the actives of a serum and the hydration of a moisturizer, and it was designed to perform with makeup.
- Because you have oily and dehydrated skin concerns, I recommend Serumizer because it will balance your moisture and oil, retexturize your skin in 1 product.
- I love wearing Serumizer under my moisturizer for added skincare benefits.
- This product is working under my foundation to enhance my skin while enhancing my makeup.
- Let me show you an application technique for this product called Petal-Press, because of its unique texture you don't want to massage to much.

## SKINCANVAS BALM



- We have a moisturizer that is designed to work beautifully with Studio Fix Fluid. Let me show you!
- For the optimal skincare benefits, I recommend pairing this Balm with our Serumizer. Both are available in a mini size to try before you commit to full-size.
- A lot of luxury moisturizers don't work well with makeup... they pill or noodle. This won't.
- Because you told me you have some redness and irritation, I recommend our new balm, which was shown to sooth redness and visible irritation.
- I love this balm because it's super hydrating, it absorbs quickly and still feels very lightweight. Hyper Real was designed for night and day, to be worn with your makeup.

# HOW TO TALK TO CUSTOMERS ABOUT HYPER REAL

## FRESH CANVAS CLEANSING OIL



- I know you have oily skin, but don't be afraid of this cleansing oil! It will cleanse your skin, without stripping it. No greasy residue and it won't cause acne.
- Because you have sensitive skin, you need something that will gently remove your makeup and nourish your skin, try this sample of our new cleansing oil.
- I love this cleansing oil because it makes my beauty routine simple... one cleanser to remove eye, lip and face makeup.
- It's formulated with luxurious plant oils that will help remove dust, pollutants and impurities. You can use this every morning and night to cleanse your skin.
- Let me show you an application technique that will make cleansing a nightly calming ritual.

## 001 BRUSH



- This new brush was designed specifically for Hyper Real skincare.
- This skincare brush features a domed/slanted brush head which provides a skin-hugging feel for an even application of product, even in the harder to reach areas like around the nose.
- The super soft bristles allow for a gentle micro-exfoliation and a luxurious massage feel on the skin.
- Use this brush to treat yourself to an elevated skin experience.

# HYPER REAL

## INGREDIENT STORYTELLING

# HYPER REAL SKINCARE

## PRO-4 POWER INFUSION MATRIX™

Here's what the Pro-4 Power Infusion Matrix™ means:

PRO = Professional

4 = 4 Ingredients in the matrix

POWER = Each one is at active levels

INFUSION MATRIX = They are working together in the formula to deliver benefits.

### JAPANESE PEONY EXTRACT ENHANCES RADIANCE

Which means it restores luminosity to skin through evening of skin tone over time.

### HYALURONIC ACID DRAW IN MOISTURE TO PLUMP + SEAL IN MOISTURE

Which means it binds water to skin cells providing lasting hydration.

### NIACINAMIDE BOOST CELL TURNOVER + MINIMIZE PORES AND FINE LINES

Which means it reveals petal-soft, refined skin over time.

### CERAMIDES PROTECT SKIN BARRIER + AID IN MOISTURE RETENTION

Which means it leaves skin soft and supple.

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# HYPER REAL SKINCARE

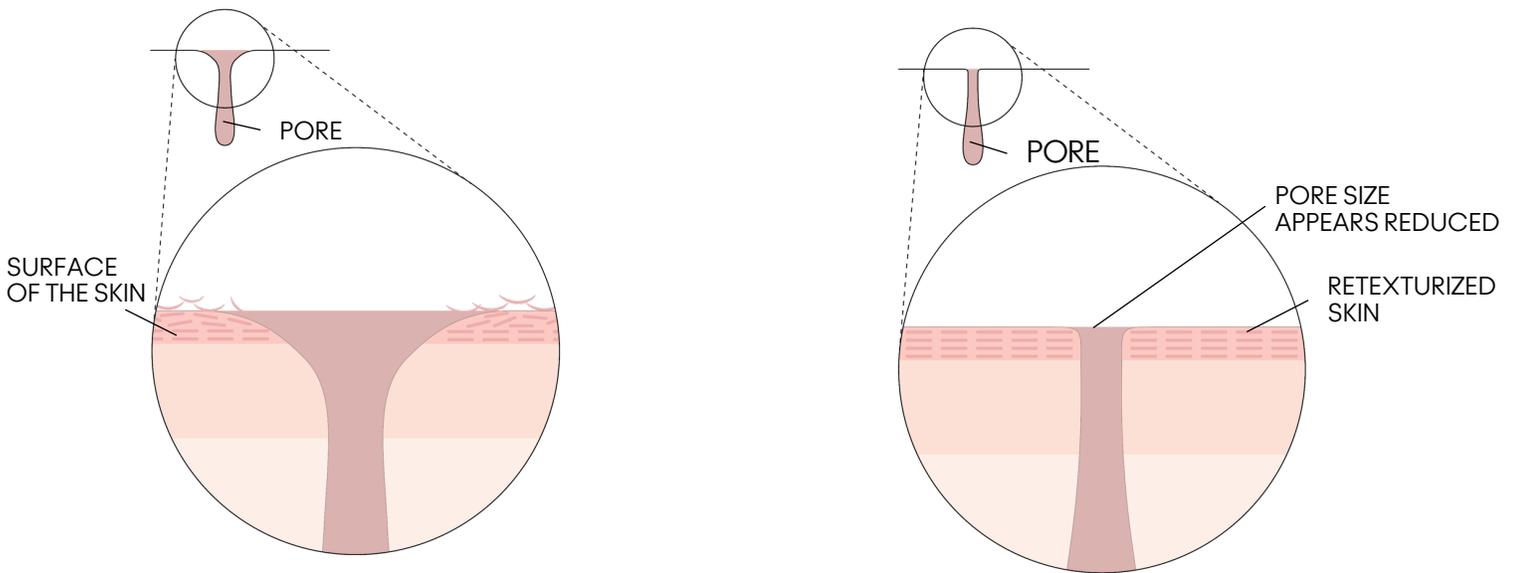
## PRO-4 POWER INFUSION MATRIX™

Below see the skin diagrams to illustrate how the Pro 4 Power Infusion Matrix improves skin's texture, radiance and skin barrier strength.

### SKIN-REFINING NIACINAMIDE & RESILIENT AND RARE JAPANESE PEONY EXTRACT

NIACINAMIDE helps increase cell turnover for petal-soft, refined skin and minimizes the appearance of pores, texture and fine lines. JAPANESE PEONY EXTRACT visually improves skin's radiance over time, delivering naturally glowing skin.

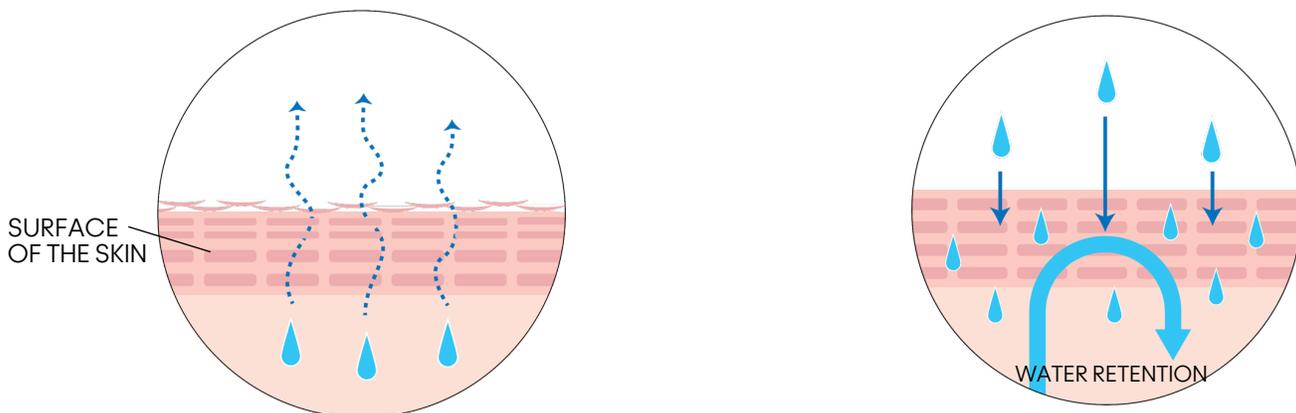
DULL, ROUGH SKIN → RADIANT, RETEXTURIZED SKIN



### HYDRATING AND PLUMPING HYALURONIC ACID & RESTORATIVE CERAMIDES

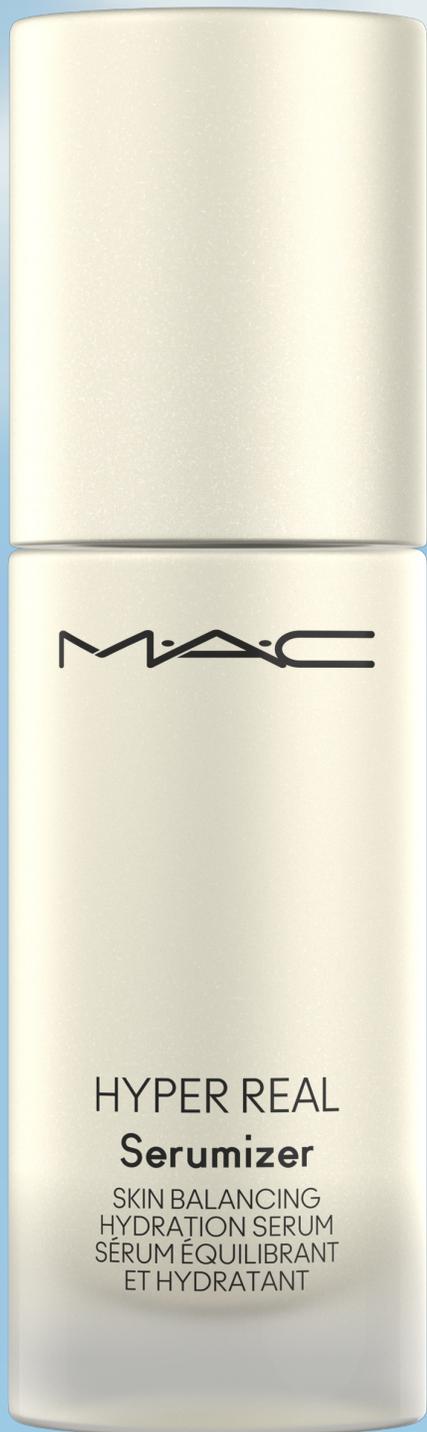
HYALURONIC ACID draws moisture into the skin from the environment while CERAMIDES strengthen the skin barrier by sealing in moisture.

DEHYDRATED SKIN and WEAKENED SKIN BARRIER → HYDRATED SKIN and STRENGTHENED SKIN BARRIER



# Hyper Real

HYPER REAL SERUMIZER™



## PRO-4 POWER INFUSION MATRIX

Japanese Peony Extract  
Hyaluronic Acid  
Niacinamide  
Ceramides

Together all the ingredients hydrate, retexturize, strengthen the skin barrier for radiant healthy-looking skin.



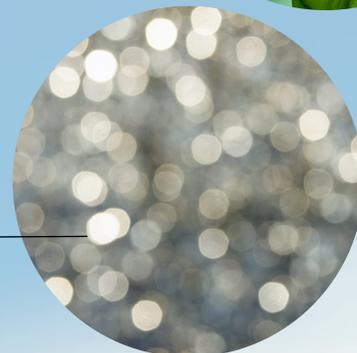
## LAMINARIA SACCHARINA EXTRACT

Controls oil over time



## LIGHT DIFFUSERS

Deliver an instant glow



## AHAs/BHAs

Increases cell turnover to retexturize skin; help minimize the appearance of pores, dullness, fine line and wrinkles



# Hyper Real

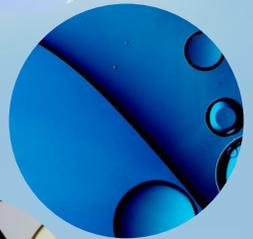
HYPER REAL SKINCANVAS BALM™



## PRO-4 POWER INFUSION MATRIX

---

Japanese Peony Extract  
Hyaluronic Acid  
Niacinamide  
Ceramides



Together all the ingredients hydrate, retexturize, strengthen the skin barrier for radiant healthy-looking skin.



## AVOCADO BUTTER

---

Leaves skin feeling soft, supple and nourished



## MANGO SEED BUTTER

---

Leaves skin feeling soft, supple and nourished



# Hyper Real

## FRESH CANVAS CLEANSING OIL

These ingredients plus others make up the plant-derived ingredients that together, remove stubborn long-wearing makeup, remove pollutants and smooths and improves skin texture.



JAPANESE PEONY EXTRACT



TSUBAKI OIL



JOJOBA OIL



VITAMIN E



HYPHER REAL

SUSTAINABILITY

# HYPER REAL FRANCHISE

## SUSTAINABILITY STORYTELLING

Because ethos and experience matter as much as efficacy, M·A·C is proud to embed sustainability credentials and the experiential principles of luxurious skincare rituals into the Hyper Real™ range, setting standards for the future of skincare with packaging as forward-facing as the formulations.

Highlights include:

- A choiceful and transparent ingredient list
- FSC-certified recyclable cartons
- Responsible sourcing protocol for its signature Japanese Peony Extract, our star ingredient

### INTRODUCING M·A·C SKINCARE'S NEW EXCLUSIVE INGREDIENT: JAPANESE PEONY

#### HISTORY



This stunningly beautiful flower is a rare, pure white variety of peony, symbolic of the extremely snowy district where it grows.

This pure white peony was established through 30 years of selective breeding. The farmer spent many hours carefully and expertly selecting for resilience, color, and bloom time.

#### SOURCING, CULTIVATION & EXTRACTION



Cultivated in an open-air environment, as opposed to a controlled greenhouse, the naturally resilient Japanese Peony blooms for a remarkable 7-10 days a year between mid-May and mid-June, after surviving the winter blanketed in heavy snowfall.

The heavy snowfall results in high water quality, which contributes to the excellent soil in which the White Peony thrives.

The Peony is then hand picked/harvested from the rich, lush soil. The farmer picks only the flower, allowing the remainder of the plant to continue its growth. Each peony is individually selected for its beauty and strength.

Post harvesting, the peony petals are carefully dried using the heat of natural sunshine. Each petal is delicately prepared for extraction, which ensures the utmost freshness.

#### PEONY SKIN BENEFITS

Improves resilience and stability by strengthening skin's barrier – helps lock moisture in skin\*

Restores luminosity and translucency to skin through evening of skin tone over time\*\*

\*APAC/CHINA ONLY claim for Serumizer & SkinCanvas Balm

\*\*GLOBAL claim for Serumizer and SkinCanvas Balm



# HYPER REAL

## APPLICATION TECHNIQUES

# HYPER REAL SERUMIZER

## APPLICATION TECHNIQUES

### 'PETAL-PRESS' TECHNIQUE WITH 001 BRUSH OR FINGERS

This technique is designed specifically for the serum-like texture of Serumizer. Inspired by the delicate Japanese Peony petals, this techniques uses petal-soft pressure when applying Serumizer to skin. The formula is lightweight and fast absorbing, so no need to push or massage vigorously. Always apply in an upwards, lifting motions.



1. Mist skin with Fix+ or Fix+ Magic Radiance then massage skin with fingers or 001 Brush to wakeup skin and prepare it for skincare.



2. Apply 2 pumps of Serumizer to fingertips or onto the 001 Brush.



3. Apply Serumizer to the face, beginning in the centre of the face, lightly glide product across cheeks using fingers/brush outward and upward.



4. Continue onto the bridge up the nose, and forehead. Then around the mouth and chin so Serumizer is evenly applied all over the face.

# HYPER REAL SKINCANVAS BALM

## APPLICATION TECHNIQUE

### 'MASSAGE MELT' TECHNIQUE WITH 001 BRUSH OR FINGERS

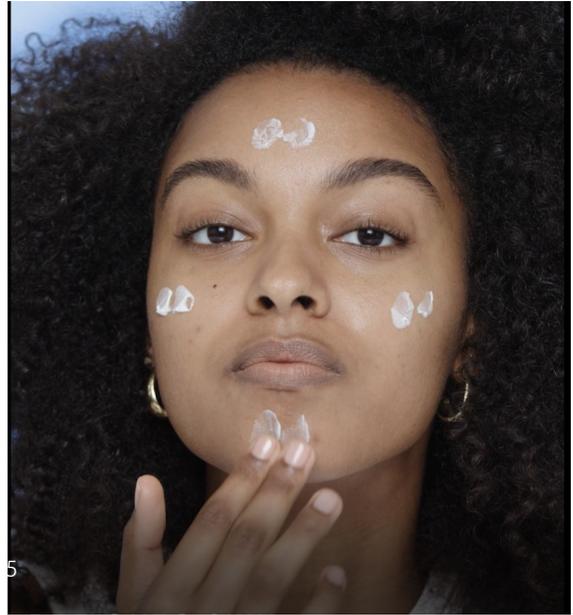
This technique is designed for the SkinCanvas Balm formula. This luxurious light-weight moisturizers melts into the skin when massaged in circular motions.

1.



Apply SkinCanvas Balm over Serumizer or on freshly cleansed skin.

2.



Dot product on cheeks, chin and forehead.



Using the 001Brush or fingers, massage into skin using circular motions.



Finish when you have massaged SkinCanvas Balm all over the face.

# HYPER REAL FRESH CANVAS CLEANSING OIL

## APPLICATION TECHNIQUES

### AM TECHNIQUE: 'WAKE UP TO MAKEUP'

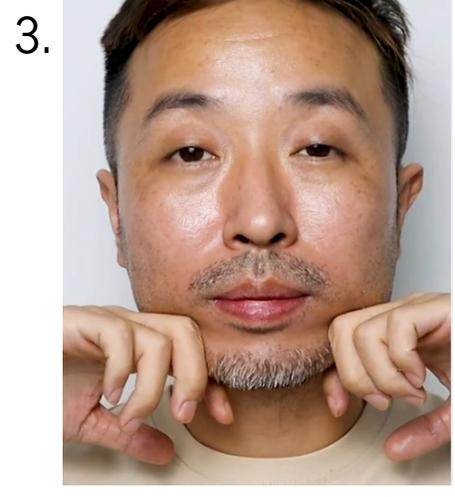
This technique is designed to use Fresh Canvas Cleansing Oil as the first step in your skincare-first makeup routine.



Apply 2 pumps the oil to your palms and rub together. Start in the centre of the face and massage across the cheeks.



Continue to massage onto forehead and moving downward onto the neck.



Use your index and middle finger to apply gentle pressure upwards, following your jawbone. Rinse with warm water and pat dry. Next, begin your skincare routine.

### PM TECHNIQUES: MAKEUP REMOVAL & CALMING

This technique is designed to use Fresh Canvas Cleansing Oil as the first step in your skincare-first makeup routine.

#### **MAKEUP REMOVAL:**



Gently massage in circular motions on face, eyes and lips to easily break down stubborn makeup. Rinse with warm water and pat dry. Begin your night skincare routine.

This can be Step 1 in a double cleansing routine or your only cleansing step.

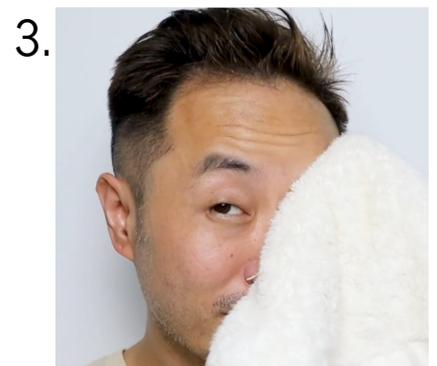
#### **CALMING NIGHTTIME:**



Apply 2 pumps of the oil to your palms and rub together. Massage upwards over skin using gentle pressure.



Sweep across forehead and pause at temples and apply gentle pressure.



Rinse with warm water and pat dry. Now you are ready for a restful sleep.

# HYPHER REAL

BUILDING  
ROUTINES

# HYPER REAL PRODUCT STORYTELLING

PERSONALIZED FOR EVERY KNOWLEDGE LEVEL



SERUMIZER

SKINCANVAS BALM

FRESH CANVAS  
CLEANSING OIL

**SKINCARE STARTING PLACE**

(Keep it simple, share with all!)

This serum + moisturizer hybrid balances, retexturizes and strengthens skin barrier, for a healthy glow to your skin.

A moisturizer that deeply hydrates, soothes skin and strengthens skin barrier, for supple skin with a healthy glow, perfectly prepped for makeup.

A lightweight cleansing oil that gently removes stubborn makeup, impurities and smooths and improves skin for a healthy, clean glow.

**CUSTOMER WANTS MORE**

(Give them more details on ingredients!)

This serum + moisturizer hybrid balances, retexturizes and strengthens skin barrier, for a healthy glow to your skin.  
+  
contains our Pro-4 Power Infusion Matrix that boost cell turnover and ceramides to protect your skin barrier.

A moisturizer that deeply hydrates, soothes skin and strengthens skin barrier, for supple skin with a healthy glow, perfectly prepped for makeup.  
+  
contains our Pro-4 Power Infusion Matrix boost cell turnover and ceramides to protect your skin barrier.

A lightweight cleansing oil that gently removes stubborn makeup, impurities and smooths and improves skin for a healthy, clean glow.  
+  
This cushiony formula contains 9 plant-derived ingredients and provides a luxurious sensorial experience.

**SUPER SKINCARE SAAVY**

(Share advanced skincare knowledge for those who want to know!)

This serum + moisturizer hybrid balances, retexturizes and strengthens skin barrier, for a healthy glow to your skin.  
+  
contains our Pro-4 Power Infusion Matrix that boost cell turnover and ceramides to protect your skin barrier  
+  
It also contains AHAS / BHAS that help minimize pores + fine lines.

A moisturizer that repairs skin barrier, hydrates, soothes for supple skin with a healthy glow, perfectly prepped for makeup.  
+  
contains our Pro-4 Power Infusion Matrix boost cell turnover and ceramides to protect your skin barrier.  
+  
It also contains Avocado Butter and Mango Seed Butter that leaves skin feeling soft, supple and nourished

A lightweight cleansing oil that gently removes stubborn makeup, impurities and smooths and improves skin for a healthy, clean glow.  
+  
This cushiony formula contains 9 plant-derived ingredients and provides a luxurious sensorial experience.  
+  
it can be used alone or part of a double cleansing routine

# HYPER REAL SERUMIZER ROUTINES

## ROUTINE SUGGESTIONS + PHRASES BY CONCERN

YOU HAVE: **DRY CONCERNS**  
 YOU WANT: **HEALTHY, PLUMP SKIN**  
 YOU NEED:



**FIX+**  
 Mist skin as a pre-prep step, for better absorption of skincare products.



**HYPER REAL SERUMIZER**  
 Sweep over skin with 001 Brush to smooth, hydrate and balance skin before makeup application



**SKINCANVAS BALM**  
 Massage into skin using 001 Brush to add extra moisture and hydration to dry skin.



**STUDIO WATERWEIGHT SPF 30 FOUNDATION**  
 Apply all over face for a moisturized, perfected skin and sun protection.

PHRASES TO TRY:

The skin balancing and strengthening properties of Hyper Real Serumizer combined with the rich and ultra-hydrating texture of Studio Moisture Cream will achieve a youthful plump skin that minimizes dryness instantly and overtime. Then, complete your skin look with Studio Waterweight SPF 30 Foundation which will continue to hydrate with the serum-like, weightless texture with a flawless finish.

YOU HAVE: **DEHYDRATED CONCERNS**  
 YOU WANT: **HYDRATED, GLOWY SKIN**  
 YOU NEED:



**FIX+**  
 Mist skin as a pre-prep step, for better absorption of skincare products.



**HYPER REAL SERUMIZER**  
 Sweep over skin with 001 Brush to smooth, hydrate and balance skin before makeup application



**STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER**  
 Apply all over face for a boost of radiance and improved makeup wear.



**STUDIO RADIANCE FACE & BODY RADIANT SHEER FOUNDATION**  
 Gently perfect your complexion and add a radiant glow.

PHRASES TO TRY:

To provide adequate hydration for dull, dehydrated skin, pair Hyper Real Serumizer with Studio Radiance Moisturizing + Illuminating Silky Primer. This combination will boost and maintain proper hydration levels while provide a radiant glow. Apply Studio Radiance Foundation to gently perfect and add a glass-like sheen that lasts all day with waterproof wear.

# HYPER REAL SERUMIZER ROUTINES

## ROUTINE SUGGESTIONS + PHRASES BY CONCERN

YOU HAVE: **OILY CONCERNS**  
 YOU WANT: **HEALTHY MATTE SKIN**  
 YOU NEED:



**FIX+**  
 Mist skin as a pre-prep step, for better absorption of skincare products.



**HYPER REAL SERUMIZER**  
 Sweep over skin with 001 Brush to smooth, hydrate and balance skin before makeup application



**STUDIO FIX MATTIFINE 12HR SHINE-CONTROL PRIMER**  
 Apply to cheeks and t-zone for smooth, shine-free skin.



**STUDIO FIX POWDER PLUS FOUNDATION**  
 Buff powder all over for full, matte coverage.

PHRASES TO TRY:

Hyper Real Serumizer will provide the hydration needed to balance oily skin with a lightweight texture that doesn't feel heavy or greasy. When you combine that with the mattifying finish of Studio Fix Mattifine 12HR Shine-Control Primer and Studio Fix Powder Plus Foundation, you'll achieve an effortlessly flawless matte skin that looks healthy and hydrated with zero shine.

YOU HAVE: **TEXTURE CONCERNS**  
 YOU WANT: **SMOOTH, FLAWLESS SKIN**  
 YOU NEED:



**FIX+**  
 Mist skin as a pre-prep step, for better absorption of skincare products.



**HYPER REAL SERUMIZER**  
 Sweep over skin with 001 Brush to smooth, hydrate and balance skin before makeup application



**STUDIO FIX MATTIFINE 12HR SHINE-CONTROL PRIMER**  
 Apply to cheeks and t-zone for smooth, shine-free skin.



**STUDIO FIX FLUID SPF 15 FOUNDATION**  
 Stipple over primer to build flawless coverage while minimizing texture.

PHRASES TO TRY:

Hyper Real Serumizer plumps, smoothes and hydrates while balancing skin and minimizing texture. When you wear it underneath Studio Fix Mattifine 12HR Shine-Control Primer, you'll achieve an impossibly smooth texture that is perfectly prepped for and ready for makeup application. Complete the look with Studio Fix Fluid which will provide flawless coverage while keeping texture and unwanted shine away.

# HYPHER REAL SAMPLING

FOR INTERNAL USE ONLY

# HYPER REAL SKINCARE

## SAMPLING DETAILS

PACKETTE-ON-CARD

### SERUMIZER™



Usage: 1-time use.



4 M L D E L U X E

Usage: 14 uses, used 2 x a day, will last approx. 7 days.



1 5 M L M I N I M A C

Usage: 54 uses, used 2 x a day, will last approx. 27 days

### SKINCANVAS BALM™



Usage: 1-time use.



5 M L D E L U X E

Usage: 18 uses, used 2 x a day, will last approx. 9 days.



1 5 M L M I N I M A C

Usage: 54 uses, used 2 x a day, will last approx. 27 days

### FRESH CANVAS CLEANSING OIL



Usage: 1-time use.



1 5 M L D E L U X E

Usage: 12 uses, used 2 x a day, will last approx. 6 days.



3 0 M L M I N I M A C

Usage: 24 uses, used 2 x a day, will last 12 days.

DELUXE + MINI M.A.C

\*all use rates are approximations, depending on actual amount used

# HYPER REAL SKINCARE

## SAMPLING SCRIPTS

Below are suggested phrases to use when sampling with intention. Try them as you share a Hyper Real sample with Customers.



Please use those when in-store to practice sampling with intention:

- PACKETTE SAMPLE FOR THE STUDIO FIX CUSTOMER:

Say as you sample: "Because you love / purchased Studio Fix Fluid, let me show you our new skincare product, Hyper Real Serumizer™, a ser-moisturizer hybrid designed specifically to work with Studio Fix, it balances, retexturizes, strengthens skin barrier while providing radiance. Try it before you prime or under foundation."



4mL Deluxe Sample;

Reach our loyalty Customer, the M·A·C Lover and high-value Customer with the 4mL Deluxe Sample; this can serve as a 'Surprise & Delight' sample at the end of makeup service.

- DELUXE SAMPLE FOR THE LOYALTY CUSTOMER: Use the phrase below to connect the deluxe Hyper Real Sample to the skin concerns/skin goals you discovered about your Customer.

Say as you sample: "As a thank you for being a M·A·C Lover/high-value Customer, here's a deluxe sample of our newest skincare product, Hyper Real Serumizer™. It's a serum-moisturizer hybrid that balances, retexturizes, strengthens skin barrier while providing radiance. Try it before you prime or under foundation."



15mL Mini M·A·C

The 15mL Mini M·A·C is a great IPT booster for existing Customers or skincare lovers. It can be added to any routine to experience immediate and long-term benefits of Serumizer™; the goal being to convert them to full size product.

- MINI M·A·C FOR THE 'TRY-BEFORE-YOU-BUY' CUSTOMER:

Say: "The Mini M·A·C Serumizer™ is a great option to try the formula before committing to the full-size. It balances, retexturizes, strengthens skin barrier while providing radiance. Try it before you prime or under foundation."

- MINI M·A·C FOR THE 'NEW TO M·A·C' CUSTOMER:

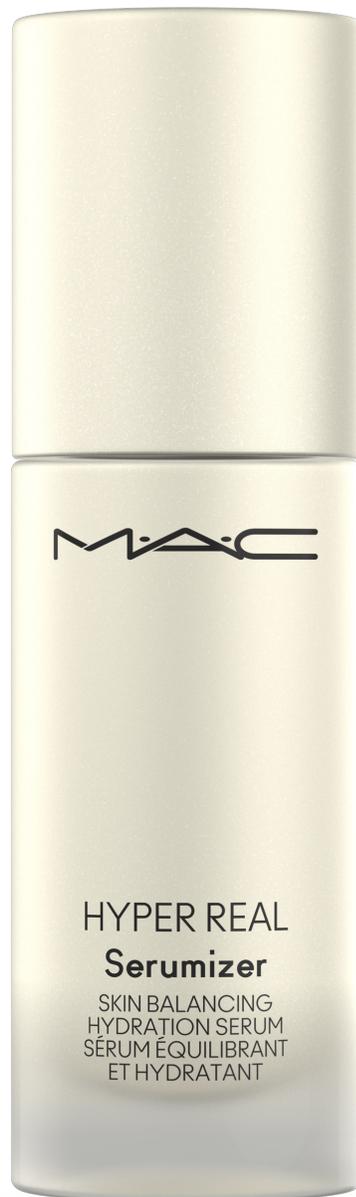
Say: "You mentioned you were new to M·A·C. Mini M·A·C products are a great way to explore our most popular products and shades without committing to full-size. This is our newest Mini M·A·C, Hyper Real Serumizer™. It's a serum-moisturizer hybrid that balances, retexturizes, strengthens skin barrier while providing radiance. Use before you prime or under foundation."

HYPHER REAL

MORE  
RESOURCES

# HYPER REAL SERUMIZER™

A MULTI-  
TASKING  
HYBRID SERUM  
MOISTURIZER  
THAT DELIVERS  
BALANCED  
SKIN WITH A  
LIT-FROM-  
WITHIN GLOW



## KEY BENEFITS

Balances the skin.

Retexturizes the skin.

Strengthens the skin barrier.

## #MACHACKS

The best way to apply Serumizer is by using the Petal-Press Technique. Whether using your fingers or the 001 Brush always glide Serumizer using light pressure and an upwards and outward motion on the face.

## POWER OF 3

Studio Fix Mattifine  
12-Hour Shine Control Primer

Studio Fix Fluid

MAC

# HYPER REAL SKINCANVAS BALM™

THIS FLUFFY  
MOISTURIZER GIVES  
YOU PETAL-SOFT SKIN  
AND A HEALTHY GLOW  
PERFECTLY PREPPED  
FOR MAKEUP



## KEY BENEFITS

Deeply hydrates.  
Soothes skin.  
Repairs skin's barrier.

## #MACHACKS

After applying Serumizer,  
layer on SkinCanvas Balm.  
The massaging technique  
is great for the balm  
because of its rich texture.  
Massage SkinCanvas  
Balm all over or onto dry  
areas of the face.

## POWER OF 3

Hyper Real Serumizer

Studio Fix Fluid SPF 15

MAC

# HYPER REAL FRESH CANVAS CLEANSING OIL

A LIGHTWEIGHT  
CUSHIONY OIL  
THAT DOES THE  
HEAVY LIFTING  
TO REMOVE ALL  
MAKEUP AND  
CLEANSE THE  
SKIN FOR SOFT,  
SUPPLE SKIN.



## KEY BENEFITS

Gently remove stubborn  
longwearing makeup  
Removes pollutants and micro dust  
Smooths and improves skin texture

## #MACHACKS

Massage into skin to emulsify  
makeup and impurities.

When removing a Customers  
makeup in-store, try a few  
pumps of Oil into a Gently-Off  
Wipe to help breakdown all  
makeup.

## POWER OF 3

Hyper Real Serumizer

Hyper Real Skin Canvas Balm

MAC

# SAY THIS NOT THAT

## EASY SWAPS TO USE IN-STORE

INSTEAD OF THIS		TRY THIS
ZITS / PIMPLES	→	BLEMISHES/ BREAKOUTS / TEXTURE
GREASY	→	OILY
UNDER EYE BAGS	→	PUFFINESS
SAGGY	→	LOSS OF ELASTICITY
WRINKLES	→	FINE LINES

# GLOSSARY

For even more info on ingredients and terms, visit our Digital PKM. [CLICK HERE](#) for login instructions.

## BASAL LAYER

The bottom layer of the epidermis, where new cells and melanin-producing cells are created to begin cell **turnover**.

## CELL TURNOVER

The process in which skin cells regenerate. This usually takes 24 to 30 days and slows as we age.

## CERAMIDES

A type of lipid naturally found in skin cells, ceramides lock in moisture and protect the epidermis.

## COLLAGEN ELASTIN

Two key proteins that give skin firmness and elasticity. As we age, we produce less of these proteins and our skin starts to wrinkle and sag. UV light damages both proteins.

## DERMIS

The middle major layer of the skin, which contains connective tissue, oil glands and sweat glands. Connective tissue is made of collagen and elastin proteins which give skin its firmness and strength.

## EPIDERMIS

Outermost protective part of the skin – the layer you see when you look at someone's skin. This is where melanin cells and cell turnover occur.

## FREE RADICALS

Unstable atoms that can oxidize cells, causing skin to age faster. Antioxidants (like Vitamin E) can be used in cosmetics to combat free radicals.

## HYPERPIGMENTATION

The darkening of an area of skin due to increased melanin production, often making the skin look uneven.

## HYPODERMIS

The innermost layer, made of collagen and fat cells, provides padding and protection and preserves heat.

## KERATIN LAYER

The outermost layer of the epidermis, where dead skin cells and lipids create a Lipid Barrier to protect against water loss.

## LIPID BARRIER

Made up of NMF and dead skin, the Lipid Barrier protects against water loss. (Also known as the Skin Barrier or Moisture Barrier).

## LIPIDS

Skin's natural fats, which help the skin hold moisture, protect and aid healing.

## MELANIN

Melanin is a pigment found in the skin that provides protection against UV light.

## NMF

Made up of water, salts, sugars, proteins and vitamins, the Natural Moisturizing Factor (NMF) acts like your skin's own moisturizer to keep bacteria out and aid in skin healing.

## UVA RAY

These ultraviolet rays penetrate the deeper layers of the skin and can lead to premature aging and hyperpigmentation.

## UVB RAY

These ultraviolet rays stimulate the production of melanin and are responsible for hyperpigmentation and sunburn.

## WATER LOSS

When the NMF is damaged, your skin may lose moisture through evaporation, leading to dryness, flaking, dullness, fine lines, itchiness and texture.

# HYPER REAL

## IN-STORE ACTIVITIES

These 4 in-store activities focus on Artist readiness, building specific knowledge and skills to implement with Customers.

- Activity 1: Get to know the Hyper Real franchise
- Activity 2: Practicing the Serumizer Power Demo
- Activity 3: Building skincare-first routines
- Activity 4: Sampling with intention

# ACTIVITY 1:

## GET TO KNOW THE HYPER REAL FRANCHISE



When we are sharing Hyper Real info with our Customers, we want to help them understand why these products are right for them while also animating the product's benefits and texture with descriptive language. For this activity, let's compare the textures of similar skincare products and create some descriptive language to capture the differences.



### HYPER REAL SERUMIZER

1. Swatch Hyper Real Serumizer on bare, clean skin, either on the back of your hand or the inside of your arm.
2. Write down 3 words to describe the texture.
3. Then, swatch Mineralize Timecheck Lotion and Prep + Prime Moisture Infusion next to Hyper Real Serumizer.
4. Write down how these 3 products compare in their texture and look on bare skin.

Write down 3 words to describe the texture of Hyper Real Serumizer:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

How does the texture of Serumizer compare to Mineralize Timecheck Lotion & Prep + Prime Moisture Infusion?

\_\_\_\_\_



### HYPER REAL SKINCANVAS BALM

1. Swatch SkinCanvas Balm on bare, clean skin, either on the back of your hand or the inside of your arm.
2. Write down 3 words to describe the texture.
3. Then, swatch Complete Comfort Creme or Studio Moisture Cream next to SkinCanvas Balm
4. Write down how these 3 products compare in their texture and look on bare skin.

Write down 3 words to describe the texture of SkinCanvas Balm:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

How does the texture of SkinCanvas Balm compare to Complete Comfort Creme or Studio Moisture Cream?

\_\_\_\_\_



### HYPER REAL FRESH CANVAS CLEANSING OIL

1. Swatch Fresh Canvas Cleansing Oil on bare, clean skin, on the back of your hand.
2. Write down 3 words to describe the texture.

Write down 3 words to describe the texture of Fresh Canvas Cleansing Oil:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

# ACTIVITY 2:

# Hyper Real

HIGH-PERFORMANCE  
SKINCARE

## HYPHER REAL SERUMIZER POWER DEMO

### HOW-TO POWER DEMO

Seeing is believing! Power Demos immediately showcase a product power and inspires the Customer to buy!  
Practice reviewing the steps to Power Demo Hyper Real Serumizer so you feel confident when showing Serumizer.



1. WATCH THE HOW -TO POWER DEMO SERUMIZER ON MMX.
2. PRACTICE THE STEPS ON YOUR HAND.
  - APPLY SERUMIZER TO THE BACK OF 1 HAND
  - APPLY STUDIO FIX FLUID ON TOP
  - APPLY STUDIO FIX FLUID TO YOUR OTHER HAND WITHOUT SERUMIZER UNDERNEATH.

3. WHAT I NOTICED ON BOTH HANDS:

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WORDS / PHRASES I WILL USE TO DESCRIBE THE EFFECT OF SERUMIZER + HOW I WILL INSPIRE MY CUSTOMER TO BUY:

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### KEY BENEFITS

Remember to connect the below Key Benefits to your Customers needs.

- **Balances** skin
  - For healthy radiance without greasy shine by hydrating and controlling oil
- **Retexturizes** skin
  - The appearance of pores, dullness, fine lines and wrinkles are minimized through increased cell turnover
- **Strengthens** the skin barrier
  - Ceramides aid in moisture retention for healthy-looking and -feeling skin

# ACTIVITY 3:

## BUILDING A SKINCARE-FIRST ROUTINE

Below are a Customer's skin concerns and skin goals. Finish building the routine by adding the best products to address their skin concerns to achieve their skin goals. Circle products per category that address their skin concerns and skin goals and write why you chose that product in the lines below.

**CUSTOMER HAS** Dry & texture (fine lines) concerns. Uses Studio Radiance Face and Body Foundation

**CUSTOMER WANTS** Plump, hydrated dewy skin

**CUSTOMER NEEDS...**

### 1. SKINCARE:



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### 2. PRIMER:



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### 3. FOUNDATION POWDER CONCEALER



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# ACTIVITY 4: SAMPLING, WITH INTENTION



## HOW TO SAMPLE WITH SERUMIZER

When giving samples of Hyper Real Serumizer, make it an intentional moment to show your Customer you appreciate them. Personalize the sample by connecting it to their purchase using some of the sample scripts below.

### FOR SKINCARE & PRIMER CUSTOMERS:

*'YOU MIGHT ALSO LIKE...'*

"Because you loved (Skincare/Primer) you might also like our latest innovation in skincare, Hyper Real Serumizer. This hybrid texture combines the efficacy of a serum and the hydration of a moisturizer! I'm adding it to your bag to try with your new skin routine/under your new primer to balance your skin and give it a youthfully plump and smooth texture before makeup. I hope you love it!"

### FOR EYE & LIP CUSTOMERS:

*'COMPLETE THE LOOK...'*

"To complete your lip/eye look, I'm also including a sample of our newest skincare product, Hyper Real Serumizer. It make your skin's texture super smooth, while providing hydration balance and strengthening the skin's barrier so your skin looks healthy and allows your eye/lip look to be the star and really shine."

### FOR FACE CUSTOMERS:

*'WORKS BEST WITH...'*

"Your (foundation/powder/concealer/blush) will work best when you apply it to smooth, hydrated and balanced skin. I'm including a sample of our newest skincare product, Hyper Real Serumizer to begin your face routine. This beautifully scented, lightweight texture will make your skin look youthful and smooth. The good-for-your-skin ingredients will protect and strengthen your skin while making your makeup apply and wear flawlessly."



## CREATE YOUR OWN

Think of a recent Customer experience and write down a phrase you might use to personalize a Hyper Real Serumizer Sample, based on what your Customer purchased.

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