


MARY KAY®

SPRING 2023 SOCIAL MEDIA PLAYBOOK

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Feb. 1</p>		<p>Snap a picture of how you are starting the new month.</p>	<p>👏 Yay! February is here! How are your New Year's resolutions holding up? 😊</p> <p>Personalize your post by answering the questions below!</p> <p><i>Do you have any New Year's resolutions that you're working on? Or any new goals for this month? What will you do to achieve them? Is there anything you're looking forward to this month? Invite people to leave a comment about their own goals.</i></p>
<p>Thursday, Feb. 9</p>	<p>Mary Kay® Oil-Free Eye Makeup Remover</p> <p>Mary Kay® Micellar Water</p>	<p>Snap a photo of both products next to each other on a vanity or a bathroom sink.</p>	<p>When you're ready to call it a night, these two #MaryKay products are your best friends. Oil-Free Eye Makeup Remover is the nongreasy go-to for the eye area, and no-rinse Micellar Water gently cleanses skin without drying.</p> <p>Love this match? Drop a ❤️!</p> <p>Personalize your post by answering the questions below!</p> <p><i>When do you like to use these products? How does your skin feel afterward? What other self-care products do you pair with these?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, Feb. 14 Valentine's Day	<p><i>Mary Kay</i>[®] Lip Liner</p> <p>AND</p> <p><i>Mary Kay</i>[®] Gel Semi-Matte Lipstick</p> <p>OR</p> <p><i>Mary Kay</i>[®] Supreme Hydrating Lipstick</p>	<p>Create a video or an Instagram Reel of yourself applying your favorite <i>Mary Kay</i>[®] Lip Liner and <i>Mary Kay</i>[®] Gel Semi-Matte Lipstick or <i>Mary Kay</i>[®] Supreme Hydrating Lipstick.</p> <p>Be sure to show your final look at the end of your video or Reel.</p> <p>OR</p> <p>Visit the Holidays topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule your post for Valentine's Day.</p>	<p>Lip liner + lipstick = . There's a reason this pair is a classic! What's your favorite <i>Mary Kay</i> #lipstick combo? #ValentinesDay</p> <p>Personalize your post by answering the questions below!</p> <p><i>Why is this your fave? How are you celebrating this Valentine's Day?</i></p>

WHERE CAN I SAY THAT?

We know you love to use social media for your *Mary Kay* business! That's why we've created a one-page cheat sheet where you will find all the places you can talk about *Mary Kay*[®] products, the *Mary Kay* opportunity or your *Mary Kay* business. Find it [here!](#)

MARY KAY INTOUCH[®] > RESOURCES > DIGITAL ZONE > SOCIAL MEDIA CENTRAL > SOCIAL MEDIA GUIDELINES

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Feb. 16</p>	<p><i>Mary Kay Clinical Solutions</i>® Ferulic + Niacinamide Brightener</p> <p>AND</p> <p><i>Mary Kay Clinical Solutions</i>® PHA + AHA Resurfacer</p>	<p>Visit the Skin Care topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule an image of the new boosters.</p>	<p>Has your complexion hit a plateau? 😞 Give it a boost with the NEW #MaryKay Clinical Solutions Ferulic + Niacinamide Brightener and Mary Kay Clinical Solutions PHA + AHA Resurfacer. Each formula includes high-potency ingredients designed to target your toughest #skin concerns such as uneven skin tone or skin smoothness. Are you ready to break through to your best skin? 💖</p> <p>Personalize your post by answering the questions below!</p> <p><i>Describe how they feel on your skin. How do these products complement your current skin care routine? Encourage people to leave a comment if they want more information.</i></p>
<p>Sunday, Feb. 19</p> <p>National Lash Day</p>	<p>Your favorite <i>Mary Kay</i>® mascara</p>	<p>Apply your favorite <i>Mary Kay</i>® mascara to one eye. Leave the other eye's lashes bare. Take a selfie to show the difference mascara can make.</p> <p>OR</p> <p>Visit the Eyes topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your image for National Lash Day.</p>	<p>I seriously never knew how lash-enhancing mascara could be until I tried Mary Kay mascara. 😊 #NationalLashDay</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® mascara did you use? Describe the mascara wand and how it applies. Do you wear mascara every day?</i></p>

60 FACES IN 60 DAYS

The *60 Faces in 60 Days* Challenge is still ON until the end of February. Remember to visit the [MK 60th Anniversary](#) topic in the *Mary Kay*[®] Digital Library powered by Hootsuite Amplify to download or share the images on your social media!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Feb. 24	<p><i>Mary Kay</i>[®] Supreme Hydrating Lipstick in Think of Pink</p> <p><i>Mary Kay</i>[®] Supreme Hydrating Lipstick in Very Raspberry</p>	<p>After applying a full face of makeup, snap two selfies wearing both lipstick shades and holding them close to you. Upload the selfies as a carousel.</p>	<p>My new lip obsession! 😍 These fresh #lipstick shades are everything. Which shade is calling you the most? Let me know in the comments. 🙋</p> <p>Personalize your post by answering the questions below!</p> <p><i>Name the shades you're using. What do you love the most about the new shades? How do these new shades make you feel? Empowered? Confident?</i></p>
Thursday, March 2		<p>Share a photo from your first year as an Independent Beauty Consultant. It can be a photo with your Starter Kit, a photo of your first party OR any photo from your Mary Kay business that was memorable.</p>	<p>Then vs. now: Then, I was just starting my journey as a Mary Kay Independent Beauty Consultant. Now, I'm beyond excited to celebrate the Company's 60th anniversary! 🥳 #TBT</p> <p>Personalize your post by answering the questions below!</p> <p><i>What memory are you showing? When did it take place? Who did you share this special moment with? How did it make you feel? Why is it so important to you?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, March 8</p> <p>International Women's Day</p>		<p>Share a picture of yourself with your Mary Kay team, your unit or a woman who inspires you.</p>	<p>Mary Kay's mission to enrich women's lives is truly powerful. I'm so proud to be part of this Company and to connect with women every day. Love my community! 🍷 Happy #InternationalWomensDay!</p> <p>Personalize your post by answering the questions below!</p> <p><i>Tell the audience who's in the picture. What are you doing in the picture? How has Mary Kay helped you to connect with other women? How are you celebrating International Woman's Day?</i></p>
<p>Tuesday, March 14</p>	<p>Special-Edition† Mary Kay® Travel Color Bag filled with your favorite Mary Kay® makeup products</p>	<p>Create an Instagram Reel or upload a video showing how you pack your Travel Color Bag.</p>	<p>Have a beautiful spring break! 🌸 Here's a peek at my on-the-go beauty essentials. Do you have any fun travel plans for spring break? 😊</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® makeup products did you pack? Are you planning on bringing your special-edition† Mary Kay® Travel Color Bag for spring break? How is this bag useful to you?</i></p>

SOCIAL MEDIA TIP

Did you know that you can post a link to your *Mary Kay*® Personal Web Site on your personal social media pages? Yep! Just add “Learn more:” before your link. This invites your followers to learn more about your business while keeping you legally compliant.

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<p>Tuesday, March 21</p> <p>National Fragrance Day</p>	<p>Your favorite <i>Mary Kay</i>® fragrance</p>	<p>Snap a photo of all the <i>Mary Kay</i>® fragrances you have available.</p> <p>OR</p> <p>Visit the Fragrance topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your image.</p>	<p>Happy #NationalFragranceDay to all the scent-lovers out there! ❤️</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® fragrances did you choose? Why did you pick these? What do you like about them? Describe the fragrance notes.</i></p>
<p>Wednesday, March 29</p>	<p>Limited-Edition† <i>Mary Kay</i>® Cream Bronzer Duo Sticks</p> <p>Limited-Edition† <i>Mary Kay</i>® Cream Highlighter Duo Stick</p>	<p>Draw swatches of both the limited- edition† <i>Mary Kay</i>® Cream Bronzer Duo Stick and the limited-edition† <i>Mary Kay</i>® Cream Highlighter Duo Stick on the back of your forearm, and snap a pic.</p>	<p>Show up and glow up with these blendable, limited-edition #MaryKay Cream Bronzer and Cream Highlighter Duo Sticks. You can bronze or highlight for an overall sun-kissed effect. 😊</p> <p>Personalize your post by answering the questions below!</p> <p><i>Call out the shades you used. What do you like the most about these products? What are some tips you can give to your customers on how to use them? Encourage your audience to drop a heart if they are excited to try these new products.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, April 9</p> <p>Easter Sunday</p>	<p>Limited-Edition+ <i>Mary Kay</i>® Hand Cream</p>	<p>Style the limited- edition+ <i>Mary Kay</i>® Hand Creams in an Easter basket, and take a picture of it.</p> <p>PRO TIP: To make your basket look more attractive, consider adding colorful plastic eggs, tissue paper, candy or Easter grass</p> <p>OR</p> <p>Take a photo or video showing how you are celebrating the holiday.</p>	<p>#HappyEaster, my peeps! 🐣</p> <p>Personalize your post by answering the questions below!</p> <p><i>How are you celebrating today? Are you spending it with family or friends? Do you have any traditions? What do you love the most about this product? Describe how your hands feel after using the hand cream.</i></p>
<p>Friday, April 14</p>	<p><i>Mary Kay</i>® Essential Brush Collection</p> <p>Your <i>Mary Kay</i>® makeup essentials</p>	<p>In bright light, record a video or create an Instagram Reel re- creating your favorite makeup look using the <i>Mary Kay</i>® Essential Brush Collection.</p> <p>Need inspo for your makeup look? Find it here!</p>	<p>I've got to tell you what a difference a good brush set makes when you're applying makeup. It is everything! The #MaryKay Essential Brush Collection has everything you need for precise application. 😊</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is your favorite look to create with this set? Which <i>Mary Kay</i>® products do you apply with the brushes? In your opinion, what makes this brush collection special? For example, portable, easy to use, etc.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, April 22</p> <p>Earth Day</p>	<p><i>Mary Kay Pro Palette®</i></p> <p><i>Mary Kay Petite Palette®</i></p> <p><i>Mary Kay Perfect Palette®</i></p>	<p>Style your palette(s) against a solid background (consider green or pink color) or on a countertop. Snap a photo from above.</p> <p>OR</p> <p>Visit the Mary Kay Pride topic in the <i>Mary Kay®</i> Digital Library powered by Hootsuite Amplify to download, share or schedule your image for Earth Day. <i>(Be on the lookout! The Earth Day asset would be available on April 1.)</i></p>	<p>Meet the beautifully reusable palettes. From biodegradable packaging to its worldwide recycling program, this is just one way Mary Kay puts our planet first. 🌱 #EarthDay</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are some ways you can encourage your customers to honor the holiday? Encourage your audience to comment on what actions they take to help our planet.</i></p>
<p>Wednesday, April 26</p>	<p>The one <i>Mary Kay®</i> product that never leaves your purse</p>	<p>Snap a close-up picture of the product in your hand with your purse in the background.</p>	<p>I never leave home without this. Ever. What's your must-have #beauty or #skincare product? 🛒❤️</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which product did you pick and why? When do you like to use this product? What's the main benefit you get from it?</i></p>

†Available while supplies last

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