

LET'S GET SOCIAL!

BE A MARY KAY SOCIAL CREATOR



We know that you're passionate about your Mary Kay business, so why not share that with the world? By being a Mary Kay Social Creator, you'll inspire and empower women everywhere, while elevating the Mary Kay brand in the eyes of your followers – which can ultimately boost your business!

What's a Mary Kay Social Creator?

A Mary Kay Social Creator is an independent sales force member who positively represents the brand on their social media channels, sharing the love for *Mary Kay*® products, the opportunity, the community and the sisterhood.

How do you start?

Easy! One way to start creating content is by joining the #MaryKay60 Social Media Challenge. By doing so, you'll be eligible to win a curated kit of tools sure to take your social media skills to the next level.

#MARYKAY60 SOCIAL MEDIA CHALLENGE

A new social media challenge is on! From now through Sept. 30, you can participate in the #MaryKay60 Social Media Challenge by inspiring other women and sharing your love for your Mary Kay business. You may post about the products you love, the inspiration that Mary Kay Ash offers to you, how the business opportunity fits your life, the pride of the Company's charitable work, the friends you've made through your Mary Kay business and more. Be sure to use the hashtag #**MaryKay60**, and tag the Mary Kay U.S. social media account (Not sure how to tag us? Check Page 4). Click [here](#) for more information.

Ready to share your passion for Mary Kay one post at a time?

MARY KAY®

SUMMER 2023 SOCIAL MEDIA PLAYBOOK #MARYKAY60

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, May 2</p> <p>Teacher Appreciation Week</p>	<p>Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap</p> <p>Fragrance-Free <i>Satin Hands</i>® Shea Hand Sanitizer</p>	<p>Snap a photo of the products styled next to gifting materials, such as wrapping paper, a Teacher Appreciation Week card or a gift bag.</p> <p>Watch this video for more gift-wrapping ideas.</p>	<p>Happy Teacher Appreciation Week! A simple gift can go a long way toward thanking the teachers in your life for all their hard work! 📚 🍎</p> <p>Love these cute gifts? 📦 ❤️ #MaryKay60</p> <p>Personalize your post by following the instructions below!</p> <p><i>If you have family, friends or customers who are teachers, tag them in your post and write a personalized message for them.</i></p>
<p>Friday, May 12</p> <p>Mary Kay Ash's Birthday</p>		<p>Visit the Mary Kay Ash topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your image to celebrate Mary Kay Ash's birthday.</p>	<p>Happy Birthday, Mary Kay Ash! Thank you for inspiring me and countless women to believe in our innate power and to chase our dreams for almost 60 years! ❤️ 🎉 🥳 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How are you celebrating Mary Kay Ash's birthday? How are you working to continue her legacy? Do you have a favorite Mary Kay Ash quote that has inspired you?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, May 14</p> <p>Mother's Day</p>		<p>Take a photo or a short video showing how you're celebrating Mother's Day.</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 image to celebrate the moms in your life.</p>	<p>Happy Mother's Day! Shout-out to all the moms who continue to give us life, love and guidance. 🌸 😊 How are you celebrating? 🗣️ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Tell us about your mother or a mother figure in your life. How has she impacted you in a positive way? If you have family, friends or customers who are mothers, tag them in your post.</i></p>

SOCIAL MEDIA TIP

To be eligible to win the #MaryKay60 Social Media Challenge prize, make sure your content is visible to us and is eligible to win by adding the proper hashtag in addition to tagging our Mary Kay U.S. social media account.

How to tag Mary Kay?



INSTAGRAM

In your caption, type “@marykayus” and select our verified account from the list that appears. Share your post.



FACEBOOK

In your caption, type “@Mary Kay” and select our verified account from the list that appears. Share your post.

Don't forget! To participate in this social media challenge, your post needs to be public on Facebook or Instagram (meaning it is available for anyone to see on social media and not posted on a private account.)

This tip also works when you want to tag other social accounts in your posts, such as a hostess, a customer, a friend or another Beauty Consultant. When you tag another social account, they get a notification and will be more likely to see your post and engage with it! Try this tip to increase engagement.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, May 16</p>	<p>Special-Edition† <i>Mary Kay</i>® Matte Liquid Lipstick</p>	<p>Create a carousel, a video or an Instagram Reel showing the different shades of the new special-edition† <i>Mary Kay</i>® Matte Liquid Lipstick.</p> <p>See this post for inspiration.</p> <p>OR</p> <p>Visit the Summer 2023 Products topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your post of the new special-edition† <i>Mary Kay</i>® Matte Liquid Lipstick.</p>	<p>Nice to MATTE you! Who else is obsessed with the new special-edition <i>Mary Kay</i> Matte Liquid Lipsticks? 🤩 I love the velvety-smooth finish, and the colors are perfect for any vibe! Which shade are you trying first? 🗨️💄 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>What's your favorite shade? How do your lips feel wearing the lipstick? For which occasion will you wear each shade?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, May 20</p>	<p>Limited-Edition† <i>Mary Kay</i>® Heart-Shaped Foundation Brush</p> <p>AND</p> <p><i>TimeWise</i>® Matte 3D Foundation</p> <p>OR</p> <p><i>TimeWise</i>® Luminous 3D Foundation</p>	<p>Style your products against a solid background or on a countertop, and in bright lighting, snap a photo from above.</p> <p>See this example of a flat lay photo for inspiration.</p>	<p>Isn't this limited-edition Mary Kay Heart-Shaped Foundation Brush just adorable? 😍 You can join Mary Kay's global Pink Changing Lives cause empowerment program and help change the lives of women and their families. In the United States, from April 26 through Aug. 15, 2023, Mary Kay Inc. will donate \$1 from each sale of the limited-edition Mary Kay Heart-Shaped Foundation Brush to the Mary Kay Ash Foundation when purchased with a TimeWise 3D Matte or Luminous Foundation. ❤️ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>What's your favorite thing about this foundation brush? If you used it already, how did it feel? Was it soft on your skin? Was it easy to use?</i></p>

WE'VE GOT YOUR BACK!

To support your goal of becoming a Mary Kay Social Creator, we've created a series of master classes that will provide you with the specific tools and skills you'll need to create content like a pro! Pssst! One more thing! Make sure you share these master classes with your unit. Find them [here](#).

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, May 24</p>	<p>Limited-Edition† <i>Mary Kay</i>® Lip & Cheek Cream Blush</p>	<p>Create a swatch of all four shades on your forearm. Then snap a photo with a solid color background.</p> <p>See this example for inspiration.</p>	<p>Who doesn't love a two-in-one? 😍 The limited-edition <i>Mary Kay</i> Lip & Cheek Cream Blush simplifies any beauty routine with a buildable and easy-to-blend formula for lips AND cheeks. 💋 😊</p> <p>Drop an emoji for your favorite shade! #MaryKay60</p> <ul style="list-style-type: none"> 🌅 Mauve Sunset 🔥 Spiced Berry 💜 Luxe Lilac 🍑 Peach Shimmer <p>Personalize your post by answering the questions below!</p> <p><i>What do you think about the versatility of this product? What's your favorite shade? Who do you think would like this product?</i></p>
<p>Sunday, May 28</p>	<p>Limited-Edition† <i>Mary Kay</i>® Lip Balm Set – Sweet Berry & Tropical Guava</p>	<p>Snap a photo of the limited-edition† <i>Mary Kay</i>® Lip Balm Set styled next to the packaging you use to deliver products to your customers. This can be a gift bag with pink tissue paper.</p>	<p>Who's your plus-one this summer? 🌞 This limited-edition <i>Mary Kay</i> Lip Balm Set comes in two fresh flavors – Sweet Berry & Tropical Guava – just in time for fun in the sun! Also, these make a perfect gift! Which flavor are you keeping, and which one are you giving to your bestie? 🎁 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Describe the flavors. Where do you keep your lip balms so they are handy (purse, pocket, desk, etc.)? Who do you think would enjoy this as a gift?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, June 1</p> <p>Acne Awareness Month</p>	<p><i>Clear Proof</i>[®] Deep-Cleansing Charcoal Mask</p> <p><i>Clear Proof</i>[®] Acne System</p>	<p>In bright lighting, take a picture of <i>Clear Proof</i>[®] Deep-Cleansing Charcoal Mask styled next to your <i>Clear Proof</i>[®] Acne System on your vanity or bathroom sink.</p> <p>See this post for inspiration.</p>	<p>This #AcneAwarenessMonth, I want to give a shout-out to Clear Proof Deep-Cleansing Charcoal Mask and Clear Proof Acne System! 🙌 Have you tried them yet? #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>What do you love the most about using this mask? How does this mask complement your skin care routine? To whom would you recommend this product?</i></p>
<p>Wednesday, June 7</p>	<p><i>Mary Kay Clinical Solutions</i>[®] booster(s) you currently use</p>	<p>Take a short video or Instagram Reel showing the <i>Mary Kay Clinical Solutions</i>[®] booster(s) you currently use, and share your experience using them with the audience.</p>	<p>When my skin needs a little something extra, I love using the <i>Mary Kay Clinical Solutions</i> booster(s)! These boosters are designed to target specific skin care problems, such as fine lines, skin smoothness, uneven skin tone and hydration. Want to know which ones would work for you? DM me to learn more about how to take your skin care routine to the next level! #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Share specific details, such as what results you experienced while using the booster(s). What is your main skin care concern?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, June 11</p>	<p><i>Mary Kay Chromafusion[®] Eye Shadow in Frozen Iris, Sunlit Rose, Dusty Rose and Crystalline</i></p> <p><i>Mary Kay[®] Eyeliner in MK Steely</i></p> <p><i>Mary Kay[®] Ultimate Mascara[™]</i></p> <p><i>Mary Kay Chromafusion[®] Blush in Golden Copper</i></p> <p><i>Mary Kay Chromafusion[®] Highlighter in Glazed</i></p> <p><i>Mary Kay[®] Gel Semi-Matte Lipstick in Blush Velvet</i></p>	<p>Re-create the makeup artist look Shimmer All Summer from the summer edition of <i>The Look</i>. Then snap a selfie of the final look.</p> <p>See the look here.</p>	<p>Why blend in when you can shimmer all summer? ✨ I love that Mary Kay is always inspiring me to get creative and try out new looks! Drop a ❤️ if you loved this look! #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does this summer look make you feel? Which of your features do you think it accentuates? Call out one or two of the Mary Kay[®] products and shades you used. When or where would you wear this look?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, June 14</p> <p>Early Father's Day Gifting</p>	<p>MKMen® Skin Care products</p> <p>AND/OR</p> <p>Mary Kay® fragrances for men</p>	<p>Capture a photo of the products styled next to a gift bag and a Father's Day card.</p> <p>OR</p> <p>Host a Facebook or Instagram Live showing two or three gift- wrapping ideas for this holiday.</p> <p>Watch this video for more gift-wrapping inspiration.</p>	<p>#FathersDay is around the corner, and I'm here to inspire you with these cute gifting ideas! 🤗❤️ Which one are you going for?</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which materials did you use? List them. How did you get inspired, or who inspired you?</i></p>
<p>Friday, June 23</p> <p>National Pink Day</p>		<p>Show off your "Pink Life" in three steps:</p> <ol style="list-style-type: none"> 1. Create your very own makeup look using your favorite Mary Kay® pink eye shadow, blush and lipstick shades. 2. Wear your favorite pink outfit. 3. Take a selfie or have someone take a picture of you in a place that's meaningful to you and your Mary Kay business. 	<p>Think pink! It's #NationalPinkDay! Did you know that Mary Kay chose pink for her products so that they would stand out on a white bathroom counter? Much like this, living #MyMKLife allows me and so many other women to stand out and add a little color to our own lives! Drop a pink emoji if you're thinking pink! ❤️🌷💰 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>What does pink mean to you? How does Mary Kay Ash's signature color empower you? Why did you start your Mary Kay business?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, June 28</p>	<p>Special-Edition† <i>Mary Kay</i>® Sun Care After-Sun Replenishing Gel</p>	<p>Snap a photo of the product outdoors. It could be in the backyard, by the pool or at a park.</p>	<p>When it starts to get a little sunnier, I never leave the house without making sure I have special-edition Mary Kay Sun Care After-Sun Replenishing Gel in my summer bag! It gives me the extra moisture I need, while the lightweight and silky formula leaves my skin feeling sooo soft! How do you take care of your skin in the summertime? 🌊 ☀️ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Have you used the gel in a recent outdoor adventure? Share some details of the experience. How does it feel on your skin? List a few other times this gel can be used (after a swim in the pool, beach day, hike, etc.).</i></p>
<p>Tuesday, July 4</p> <p>Fourth of July</p>		<p>Take a photo of how you are celebrating the holiday!</p>	<p>I love the flexibility that having a Mary Kay business allows me to have! By setting my own schedule, I get to spend holidays like this with the ones I love. What are your #July4th plans? #MaryKay60 ❤️ 🤍 💙</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, July 13		Capture a photo of your workspace. This can be your living room, your go-to coffee shop or any dedicated space you have for your Mary Kay business.	<p>One of the best things about running my Mary Kay business is that I can grow it with confidence anywhere! Where's your workspace? 🏠 ☕ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Describe your workspace and its location. What's around you? Why do you enjoy working your Mary Kay business from there? Share how this flexible opportunity fits into your life.</i></p>
Wednesday, July 19	<i>TimeWise Repair</i> ® <i>Revealing Radiance</i> ® Facial Peel	Snap a candid selfie holding <i>TimeWise Repair</i> ® <i>Revealing Radiance</i> ® Facial Peel.	<p>Did you know that it only takes 10 minutes twice a week to break through to wonderful skin? 😲 With the power of glycolic acid, this chemical peel significantly improves my skin's texture while reducing fine lines and wrinkles. #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How long have you been using it? How does your skin feel? What results have you seen?</i></p>

†Available while supplies last

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