

# MARY KAY®

## DECEMBER 2020 SOCIAL MEDIA PLAYBOOK #MKPOWERTORENEW

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Tuesday, Dec. 1</p> <p>Giving Tuesday</p>	<p>Mary Kay® Intense Moisturizing Cream (Dry)</p>	<p>Hold the jar cupped in your hands with palms up. Make sure the logo is facing up. Have a friend or family member snap a close-up photo.</p>	<p>The legacy of Mary Kay Ash is limitless, extending around the world through The Mary Kay Foundation<sup>SM</sup>, which is dedicated to eliminating cancers affecting women and ending domestic violence. ❤️</p> <p><i>(If you feel comfortable, invite your followers to donate to The Mary Kay Foundation<sup>SM</sup>. You could also include a link to The Mary Kay Foundation<sup>SM</sup> website for your followers to learn more. Consider sharing a personal story or inspiration that you have found from The Mary Kay Foundation<sup>SM</sup> or your Mary Kay business.)</i></p> <p>How are you giving back on #GivingTuesday? #MKPowerToRenew</p>
<p>Thursday, Dec. 3</p>	<p>Mary Kay® Hydrating Lotion</p> <p>Mary Kay Naturally® Moisturizing Stick</p> <p>White Tea &amp; Citrus Satin Hands® Nourishing Shea Cream</p>	<p>Line up the products so that they are standing close to one another. Take a close-up photo straight on the products.</p>	<p>This time of year, my winter skin needs a surge of replenishing moisture. ☁️ Thankfully, I know the perfect hydration heroes to rescue my skin!</p> <p><i>(Tell us about your hydration heroes. What do they do for your skin? Where do you apply them? How often do you use them?)</i></p> <p>Anyone else struggling with dry winter skin? #MKPowerToRenew</p>

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Monday, Dec. 7	Your favorite <i>Mary Kay</i> ® fragrances for gifting	Create a gifting scene, including boxes, ribbons, bows, etc. Include one or more <i>Mary Kay</i> ® fragrances.	Santa's helper here! 🎄 Christmas is around the corner, and <i>Mary Kay</i> has irresistible fragrances for those hard-to-buy-for people on your list.  <i>(List the fragrances pictured. Who would they be great gifts for? Which ones have you gifted before? Which one would you like to receive as a gift?)</i>  #MKPowerToRenew
Wednesday, Dec. 9	<i>TimeWise Replenishing Serum C+E</i> ™	Take a selfie wearing little or no makeup. Hold the bottle near your face.	Let it glow, let it glow, let it glow! ✨ Thanks to this 24/7 halo, my complexion is prime for holiday photos.  <i>(Share what you love about the TimeWise Replenishing Serum C+E™. How does your skin look and feel after using? Are there other products you would recommend using for flawless, holiday photo-ready skin?)</i>  What is your favorite holiday tradition to celebrate? #MKPowerToRenew
Saturday, Dec. 12	Fragrance-Free <i>Satin Hands</i> ® Nourishing Shea Cream  <i>Mary Kay</i> ® cloth face mask	Lay the product on top of a holiday stocking or peeking out of a gift box. Style the scene with baubles, ornaments or your preferred holiday décor.	A nourishing hand lotion is a gift that everyone could use this season. This practical stocking stuffer is perfect for keeping by the sink or in a purse. 🎅📺 What practical gifts are you planning to gift this season? #MKPowerToRenew

## TIP

December is a prime month for customers to shop with you. Don't forget to add a link to your *Mary Kay*® Personal Web Site on the posts that you publish to your business page or closed group. If you post to a personal social media account, you must include the phrase "Learn more" before the link to your *Mary Kay*® Personal Web Site.

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Tuesday, Dec. 15	Limited-Edition† <i>Mary Kay At Play</i> ® Mini Matte Liquid Lip Color Kit	Open the Winter 2020 issue of <i>The Look</i> to Pages 10–11. Style your lip kits on top of the images on the page. Snap a flat lay photo from above.	<p>The velvety matte lip color I've been d r e a m i n g about is finally here. 😍 If you need me, I'll be trying on each shade, perfecting my mistletoe-ready pose!</p> <p><i>(List the shades in each kit and describe the color. Which shade are you most excited to show off? Which kit is your favorite combination?)</i></p> <p>Which one should I try on first? #MKPowerToRenew</p>
Thursday, Dec. 17	Your favorite <i>Mary Kay</i> ® eye cream  <i>Mary Kay</i> ® cloth face mask	Take a close-up selfie while wearing your cloth face mask. Focus the picture on your eyes.	<p>With faces covered, our eyes are more expressive than ever! 👁️👁️ Each glance, wink, gaze or blink speaks volumes. That's why I use <i>(name of your favorite Mary Kay® eye cream)</i>.</p> <p><i>(What are some of the benefits of using this eye cream? How do your eyes look and feel after using it? How long have you been using this product?)</i></p> <p>Are you taking care of your eyes? #MKPowerToRenew</p>
Friday, Dec. 18	Your favorite <i>Mary Kay</i> ® mask	Create a flat lay of your favorite <i>Mary Kay</i> ® mask. If you are using the <i>Clear Proof</i> ® Deep-Cleansing Charcoal Mask or <i>TimeWise</i> ® Moisture Renewing Gel Mask, consider squeezing a line or dollop of product onto a clean surface, then laying the tube beside it. You could also include the <i>Mary Kay</i> ® Mask Applicator in the shot.	<p>Anyone else suffering from #maskne or just ordinary worn out winter skin?</p> <p><i>(Tell us about the mask you selected. List some of its benefits. How often do you use it? How does your skin feel afterward? Have you gifted this mask to anyone?)</i></p> <p>#MKPowerToRenew</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, Dec. 20	White Tea & Citrus <i>Satin Body</i> ® Whipped Shea Crème  White Tea & Citrus <i>Satin Body</i> ® Silkening Shea Lotion  White Tea & Citrus <i>Satin Hands</i> ® Pampering Set	Use one or all of these products to create a relaxing scene. Consider adding a cup of tea, a book or a candle for a zenlike lifestyle post.	Tapping into the tranquil zen of #SelfCareSunday. About to unplug, unwind and enjoy some much needed “me” time!  <i>(Which products pictured help you relax? Describe the fragrance of the products. How do you feel after taking time for self-care? Who would these make great gifts for?)</i>  How are you treating yourself today? #MKPowerToRenew
Wednesday, Dec. 23	Your favorite <i>Mary Kay</i> ® skin care set	Take a straight-on shot of your fave <i>Mary Kay</i> ® skin care set. Decorate the shot with festive ornaments, sprigs, twine, ribbons, etc.	Some people leave cookies and milk under the tree, but I leave <i>(name of Mary Kay® skin care set pictured)</i> . Because Santa has skin care goals too! 🧑‍🎄 #MKPowerToRenew
Saturday, Dec. 26  National Thank-You Note Day	A thank-you note or another blank note card	Find a thank-you note or card. Write a heartfelt “thank you” to a customer of yours. Take a Boomerang video of you opening or zooming in on the card.	Today is #NationalThankYouNoteDay! 📄 I am so thankful for everyone who supports my Mary Kay business.  <i>(Tell us what goals you have been able to achieve because of your Mary Kay business. Or talk about the dreams you have for your Mary Kay business. Give a sincere thank you to those who have supported you or your Mary Kay business. What are you most thankful for this year?)</i>  Are you writing thank-you notes today? #MKPowerToRenew

## TIP

Did you know that Mary Kay has hundreds of images available to download from Digital Assets and the Digital Library? Visit *Mary Kay InTouch*® > Resources > Digital Assets for stand-alone images and *Mary Kay InTouch*® > Resources > Digital Zone > *Mary Kay*® Digital Library for Company-approved images and gifs.

You can also share content from the Mary Kay U.S. Facebook, Instagram or YouTube pages to your own social media accounts. Each is a great resource to help promote your business without having to create your own photos or videos.

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Sunday, Dec. 27	An assortment of <i>Mary Kay</i> ® skin care and color products that you have on hand	Lay the assorted products scattered close together across a flat surface. Make sure that the products are clean and new or new-looking.	Did you get everything on your wish list this year? ✨ #MKPowerToRenew
Thursday, Dec. 31  New Year's Eve	<i>Mary Kay Chromafusion</i> ® Eye Shadow in Gold Status, Merlot and Onyx  <i>Lash Love</i> ® Lengthening Mascara  <i>Mary Kay</i> ® Precision Brow Liner  <i>Mary Kay Chromafusion</i> ® Highlighter in Glazed  <i>Mary Kay Chromafusion</i> ® Contour in Latte  <i>Mary Kay</i> ® Lip Liner in Berry  <i>Mary Kay</i> ® Gel Semi-Matte Lipstick in Midnight Red and Poppy Please	Flip to Page 14 of the Winter 2020 issue of <i>The Look</i> for the Midnight Shimmer makeup artist look. Follow each step to achieve this high-glam look, then snap a selfie.	Ready to put on your party dress and ring in the new year? Celebrate in style with this glam look, even if you're staying in!  <i>(Describe the products used and the steps you took to achieve this look.)</i>  Will you stay up until midnight tonight? #NYE2020 #MKPowerToRenew

## #MK30DAYS CHALLENGE TESTIMONIALS

These Mary Kay Independent Beauty Consultants took on the #MK30Days Challenge to post every day (or as often as they could) in November. Here is what they are saying about social media helping their Mary Kay businesses:

 **Stephanie Gober**  
Yes! I'm growing my engagement with customers and having fun going live too!  
Like · Reply · Message · 4d 

 **MK Susie**  
I have gotten so close to my Pre-Bling since Nov 1st of posting & only \$50.00 away 🥳🎉👑💎💎💎  
Like · Reply · Message · 2d 

 **Veronica Benavides**  
Love this challenge! I have gotten new customers because of this challenge!  
Like · Reply · Message · 4d 

 **Annemarie Morales**  
Through this I have gotten more comfortable and confident posting selfies  
Like · Reply · Message · 3d 

 **Cherise Fulwood-South**  
I've gotten sales and bookings! I'm appreciative!  
Like · Reply · Message · 2d 

†Available while supplies last

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