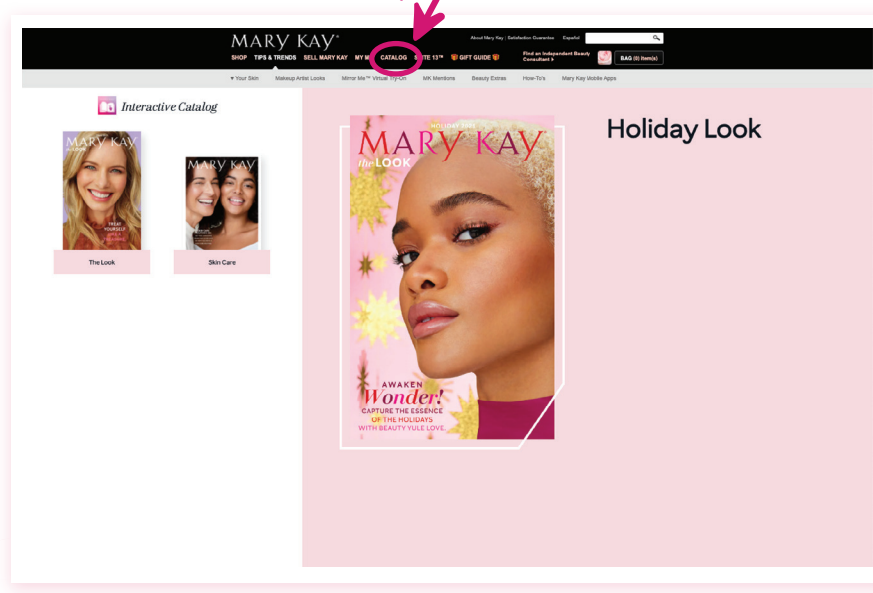


SHARE *THE LOOK* INTERACTIVE CATALOG!

SHARING THE *THE LOOK* INTERACTIVE CATALOG IS QUICK AND EASY! WHEN YOU SHARE A LINK FROM YOUR MARY KAY® PERSONAL WEB SITE, you can maximize your online presence by offering your customers a convenient way to shop with you 24/7 with add-to-bag and checkout features that are linked to your *Mary Kay*® Personal Web Site. If you don't have a *Mary Kay*® Personal Web Site, you still can share a link to *The Look* interactive catalog on marykay.com or use the *Mary Kay*® Interactive Catalog App. Keep reading for instructions on sharing the interactive catalog without a *Mary Kay*® Personal Web Site.

SHARING *THE LOOK* FROM YOUR MARY KAY® PERSONAL WEB SITE

Follow these easy steps to share this digital version of *The Look* from your *Mary Kay*® Personal Web Site.



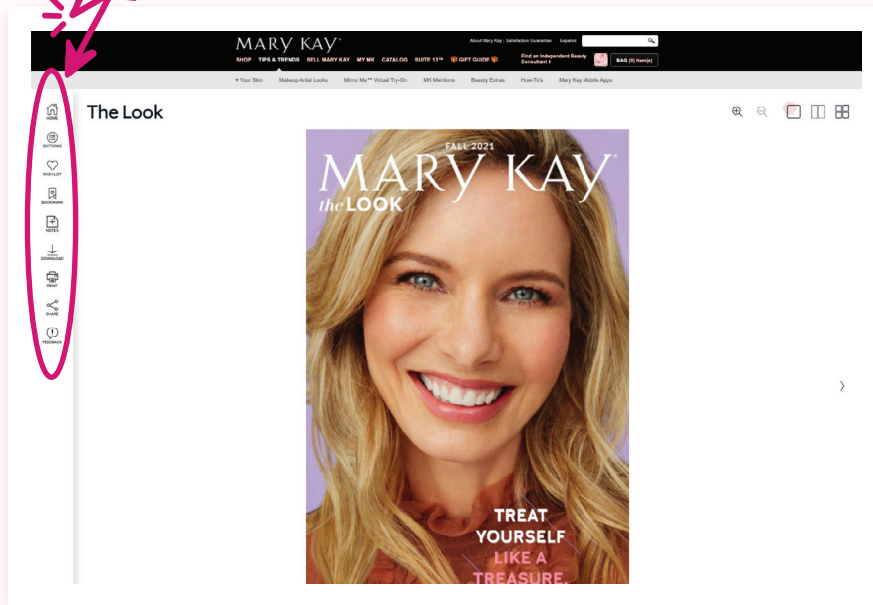
STEP 1

From your *Mary Kay*® Personal Web Site, **click the Catalog tab** from the navigation to view the interactive catalog options. Then **click the thumbnail image** of the interactive catalog you want to share.

STEP

2

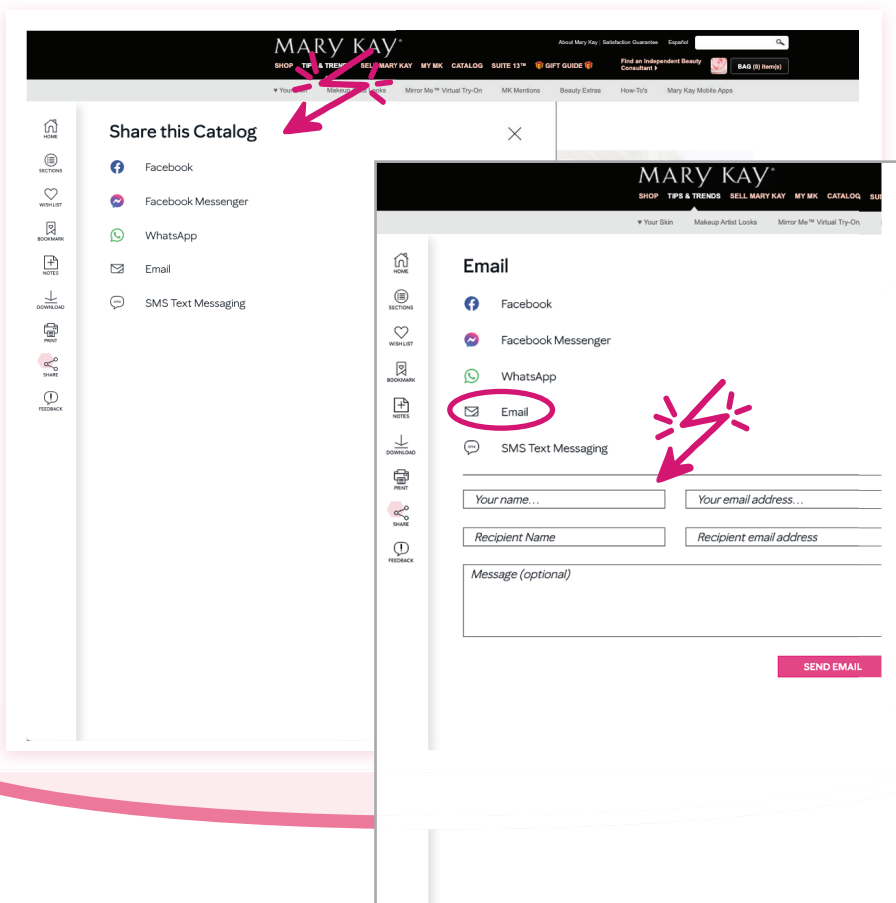
Once you've made your selection, you'll see a **toolbar at the left of the screen** containing icons. Click the **Share icon**.



STEP

3

After clicking the Share icon, a dialogue box will open. From here you can select to share to Facebook, WhatsApp, Messenger, etc. For email, simply provide the information for the dialogue boxes, along with any comments you want to provide, and click Send Email. Your message could be as simple as, "Check out the latest version of *The Look* catalog! I can't wait for you to see what's new. I'll be in touch soon to share all the exciting details!"





SHARING WITHOUT A MARY KAY® PERSONAL WEB SITE

If you don't have a *Mary Kay*® Personal Web Site, **you can send *The Look* interactive catalog to customers from marykay.com.** The steps for sharing are the same as shown above. The only difference is that the links within the interactive catalog will link back to marykay.com and not a Personal Web Site. Your customers would have to contact you separately with their order details.



SHARING *THE LOOK* WITH THE MARY KAY® INTERACTIVE CATALOG APP

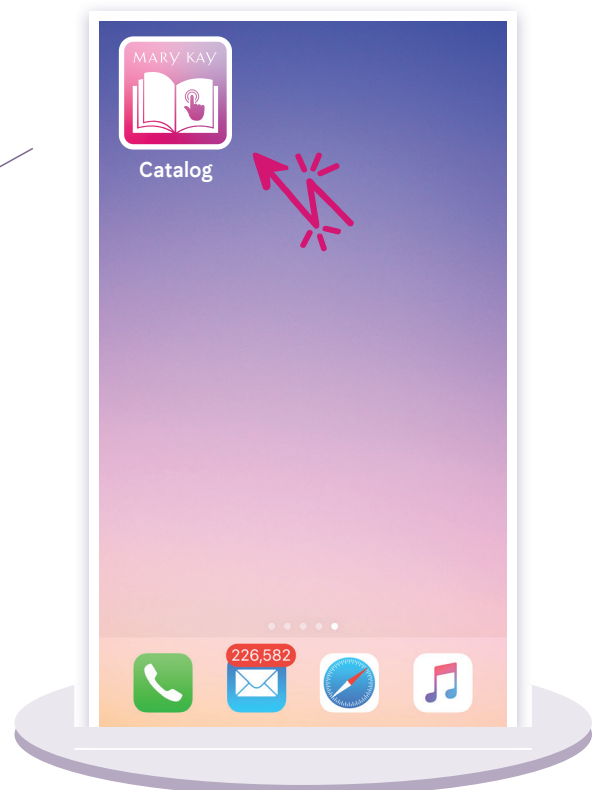
With the *Mary Kay*® Interactive Catalog App for iPhone and Android, your customers can shop, watch product videos and share with friends and family on Facebook — all directly from the app! Other features include the ability to view the table of contents, print, search and download for offline viewing.

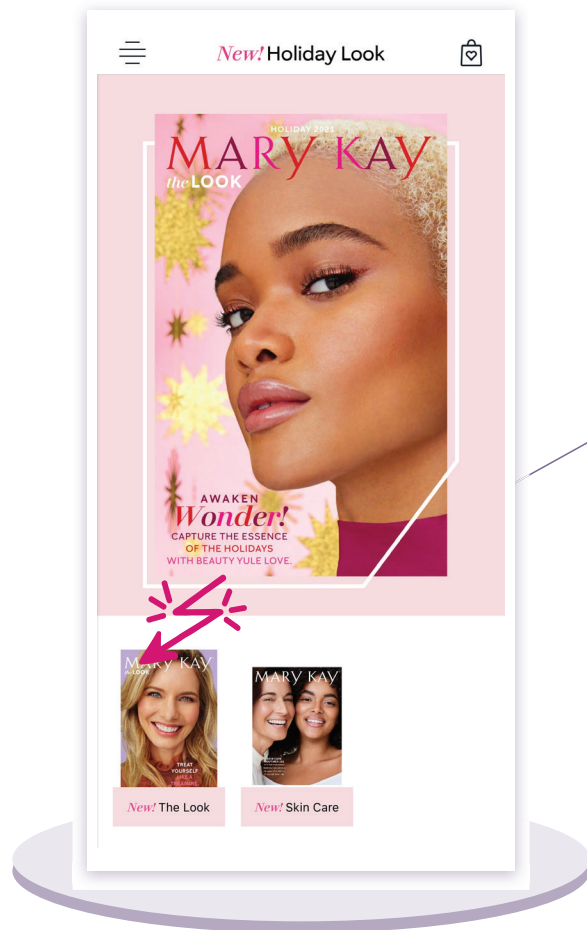
Follow these easy steps to share the digital version of *The Look* using the *Mary Kay*® Interactive Catalog App.



STEP 1

Select the *Mary Kay*® Interactive Catalog App icon from your home screen.





STEP 2

Tap the thumbnail image of the interactive catalog you would like to share.

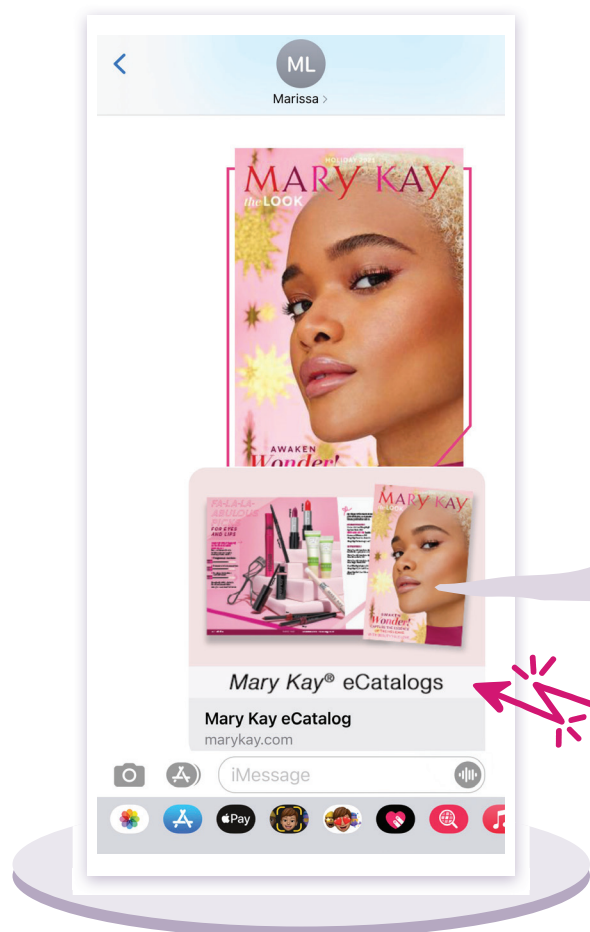
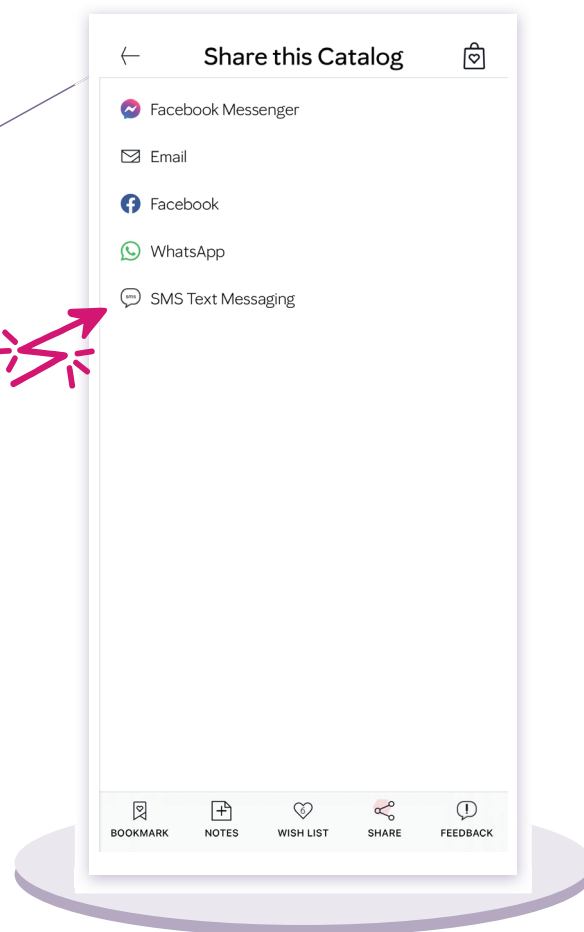
STEP 3

The icons at the bottom of the screen allow you to view bookmarks, add notes and share a wish list. You can also share an interactive catalog and provide feedback on your experience with the *Mary Kay*® Interactive Catalog App. To view your sharing options, **click the Share icon.**



STEP 4

From here, you **simply tap the sharing option you're looking for**. For example, to send the interactive catalog via text messaging, tap the *SMS Text Messaging* icon. You can share to an individual or a group. This allows you to accompany the interactive catalog with your own customizable message like,



“Click the link to view the **digital version of *The Look***. I can’t wait for you to see what’s new! I’ll be in touch soon to share all the exciting details.”