


MARY KAY®

JANUARY 2021 SOCIAL MEDIA PLAYBOOK

#MKPOWERTORENEW

If you follow these prompts exactly as they are written, you will create *informational* messages. Informational messages can be posted to both your *personal and business* social media pages. Should you add anything that invites a user to do business with you – such as a price or a suggestion to book a party – these will be considered *commercial* messages, which should only be posted to a *business* page.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, Jan. 4	Your morning <i>Mary Kay</i> ® skin care routine	Place your morning skin care routine on a countertop or vanity. Style the photo with a clean towel or a small floral arrangement. Snap an image of the products in your routine from a few different angles, then select your favorite photo for posting.	<p>I'm starting my day and my year off with an amazing skin care routine!</p> <p><i>(Tell us how these products will help you reach your skin care goals this year. What bad skin care habits are you leaving in the past? What personal goals have you set for yourself this year? What will you do to achieve those goals?)</i></p> <p>Do you have any skin care goals for 2021? #MKPowerToRenew</p>
Tuesday, Jan. 5	<i>Mary Kay Naturally</i> ® skin care products	Lay various <i>Mary Kay Naturally</i> ® skin care products on a flat surface. Try incorporating some of the actual product into the photo by pouring about a tablespoon of the <i>Mary Kay Naturally</i> ® Exfoliating Powder or a small droplet of the <i>Mary Kay Naturally</i> ® Purifying Cleanser onto your surface.	<p>Is your 2021 resolution to clean up your skin care products? Allow me to introduce you to the <i>Mary Kay Naturally</i>® skin care line.</p> <p><i>(Which products are featured in your photo? What do they do?)</i></p> <p>This naturally derived line is gentle, yet effective, and is even suitable for sensitive skin. Plus, it's free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES! #MKPowerToRenew</p>

<p>Friday, Jan. 8</p> <p><i>National Bubble Bath Day</i></p>	<p>Your favorite <i>Mary Kay</i>® body products, such as:</p> <p>White Tea & Citrus <i>Satin Body</i>® Indulgent Shea Wash</p> <p><i>Mary Kay</i>® 2-In-1 Body Wash & Shave</p> <p>White Tea & Citrus <i>Satin Body</i>® Revitalizing Shea Scrub</p> <p>White Tea & Citrus <i>Satin Body</i>® Whipped Shea Crème</p>	<p>Place your favorite body products near a bathtub, shower or sink. If you are able, fill the bathtub or sink with fluffy bubbles to mimic a luxurious bubble bath. You may be able to scoop some of the bubbles and gently place them on your selected products. Take a photo focused on your favorite products.</p>	<p>Happy #NationalBubbleBathDay! </p> <p><i>(Do you prefer a bubble bath or a long, relaxing shower? Which Mary Kay® products do you use in your bath routine? Which Mary Kay® lotions or fragrances do you use after a bath? What other ways do you practice self-care?)</i></p> <p>Are you a bath or shower person? #MKPowerToRenew</p>
<p>Sunday, Jan. 10</p>	<p>Your favorite <i>Mary Kay</i>® palette and makeup brushes</p>	<p>On a flat, clean surface, create a scene with palettes, color products and brushes. Make it look as though you just finished applying these products.</p>	<p>My favorite thing about any Mary Kay® makeup palette? They are perfectly customizable with a refillable, magnetized base!</p> <p><i>(What are your go-to, everyday shades in your palette? Which shades make you feel daring? Which makeup brushes do you use every day?)</i></p> <p>What eye shadow shades are your everyday go-tos? #MKPowerToRenew</p>
<p>Wednesday, Jan. 13</p>	<p><i>Mary Kay Illuminea</i>™ Extrait de Parfum</p> <p>Limited-Edition† <i>Mary Kay Illuminea</i>™ Body Soufflé</p>	<p>Take a piece of satin fabric, a fuzzy rug or other soft fabric and gather together to create texture and movement. Lay your <i>Mary Kay Illuminea</i>™ Extrait de Parfum and limited-edition† <i>Mary Kay Illuminea</i>™ Body Soufflé close together near the center. Try cropping the edges of your photo after shooting for a tighter shot.</p>	<p>Ready to radiate a fragrance that will inspire and influence? The <i>Mary Kay Illuminea</i>™ Extrait de Parfum and limited-edition <i>Mary Kay Illuminea</i>™ Body Soufflé remind me of ...</p> <p><i>(Tell us what the fragrance reminds you of. Talk about the fragrance notes and what you love about the smell. What kind of woman would love this fragrance?)</i></p> <p>#MKPowerToRenew</p>

<p>Friday, Jan. 15</p>	<p><i>TimeWise Repair® Volu-Firm® Set</i></p>	<p>Take the products in your <i>TimeWise Repair® Volu-Firm® Set</i> and stand them up next to one another placed closely together.</p>	<p>We are leaving the signs of aging in 2020! ⌚ The <i>TimeWise Repair® Volu-Firm® Set</i> is a scientifically advanced regimen that targets the advanced signs of aging like never before.</p> <p><i>(Tell us a little bit about each product in the set. Which product is your favorite and why?)</i></p> <p>It's never too late to rescue your skin and restore its youthfulness. #MKPowerToRenew</p>
<p>Tuesday, Jan. 19</p>	<p>Limited-Edition† <i>Mary Kay At Play® Contouring Stick</i> Limited-Edition† <i>Mary Kay At Play® Highlighting Stick</i></p>	<p>Apply your <i>Mary Kay®</i> flawless face routine with foundation, concealer or whatever you would normally use. Then film either a Boomerang video of yourself while swiping on a limited-edition† <i>Mary Kay At Play® Contouring Stick</i> or a time-lapse video as you apply and blend the contour stick and highlighting stick.</p>	<p>The limited-edition† <i>Mary Kay At Play® Contouring Stick</i> and limited-edition† <i>Mary Kay At Play® Highlighting Stick</i> are the highlight of my year! ✨</p> <p><i>(Which shade of the contouring stick do you use? What do you use to blend after applying? What tricks do you have for using this product?)</i></p> <p>Do you contour every day, just for special occasions or never at all? #MKPowerToRenew</p>
<p>Thursday, Jan. 21</p>	<p><i>White Tea & Citrus Satin Hands® Pampering Set</i></p>	<p>Place the products from your <i>White Tea & Citrus Satin Hands® Pampering Set</i> near a sink. Style with small florals, a jar of cotton swabs or a hand towel.</p>	<p>With all of the handwashing we have been doing lately, our hands deserve a spa-like treatment that revitalizes and rejuvenates! 🍊</p> <p><i>(Talk about the three steps within the set and why you need each. Which product within the set feels most pampering?)</i></p> <p>Do your hands need a spa day? #MKPowerToRenew</p>

<p>Monday, Jan. 25</p>	<p>Limited-Edition† <i>Mary Kay At Play</i>® Mini Matte Liquid Lip Color Kit</p>	<p>Apply your favorite shade from the limited-edition† <i>Mary Kay At Play</i>® Mini Matte Liquid Lip Color Kit. Pose with your selected shade, holding the tube near your face. Smile and take a selfie.</p>	<p>Do you go for a bold lip, or are you a neutrals gal? 🗨️</p> <p><i>(Tell us which color you are wearing and which colors are included in the kit you chose. How often do you wear these shades? How does this color make you feel?)</i></p> <p>#MKPowerToRenew</p>
<p>Saturday, Jan. 30</p>	<p><i>TimeWise Replenishing Serum C+E™</i></p>	<p>Hold the <i>TimeWise Replenishing Serum C+E™</i> in one hand. Snap the photo with your other hand. Be sure that your background is clean and the focus is on the product.</p>	<p>This serum is an absolute ☆SUPERSTAR! ☆ Vitamins C and E are effective on their own, but together they are extraordinary.</p> <p><i>(How do you incorporate this serum into your skin care routine? How often do you use it? How does your skin feel after applying it? Who would love this serum?)</i></p> <p>#MKPowerToRenew</p>

†Available while supplies last

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