

MARY KAY®
#MKSTANDOUT
ROUTINE CHALLENGE

Take on the *#MKStandout Routine* Challenge, and show your friends, followers and customers your personalized *Mary Kay®* skin care routine on social media. Practice your social media skills by posting every day on Facebook, Instagram, Twitter or all of the above! Show off your true, authentic love for *Mary Kay®* skin care, and remember to use the hashtag *#MKStandout* in every post.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, April 20	<i>TimeWise® Age Minimize 3D® 4-in-1 Cleanser</i>	Take a selfie while holding your favorite <i>Mary Kay®</i> cleanser close to your face.	I'm taking on the <i>#MKStandout Routine Challenge!</i> 🙌
CLEANSER	<i>TimeWise® 3-In-1 Cleansing Bar</i>	Smile like the cleanser is your best friend!	Throughout the week, I am going to post my favorite <i>#MaryKay</i> products that I use in my own skin care routine. First is my favorite cleanser – <i>(product name)!</i>
	<i>TimeWise Repair® Volu-Firm® Foaming Cleanser</i>		<i>(Tell us why you like using this cleanser. Have you seen any changes to your skin while using it?)</i>
	<i>Mary Kay Naturally™ Purifying Cleanser</i>		
	<i>Botanical Effects® Cleansing Gel</i>		
	<i>Clear Proof® Clarifying Cleansing Gel</i>		
	<i>MKMen® Daily Facial Wash</i>		Hope you enjoy following my skin care routine this week!

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Tuesday, April 21</p> <p>SERUM</p>	<p><i>TimeWise Repair</i>[®] <i>Volu-Firm</i>[®] Advanced Lifting Serum</p> <p><i>TimeWise Replenishing Serum+C</i>[®]</p> <p><i>TimeWise</i>[®] Pore Minimizer</p> <p><i>TimeWise</i>[®] Tone- Correcting Serum</p> <p><i>Clear Proof</i>[®] Pore- Purifying Serum</p>	<p>Select your favorite <i>Mary Kay</i>[®] serum. Place it standing upright on a countertop.</p> <p>Photograph the product close up and straight on. To keep your phone level with the product, you may need to be eye level with the countertop.</p> <p>Try styling the photo with more of your favorite <i>Mary Kay</i>[®] products in the background.</p>	<p>Day 2 in the #MKStandout Routine Challenge is all about my favorite serum.</p> <p><i>(Tell us your favorite serum and what it does. How long have you used this product? Have you seen any changes to your skin while using it?)</i></p> <p>Do you use a serum in your skin care routine?</p>
<p>Wednesday, April 22</p> <p>MOISTURIZER</p>	<p><i>TimeWise</i>[®] Age Minimize 3D[®] Day Cream (non-SPF)</p> <p><i>TimeWise</i>[®] Age-Fighting Moisturizer</p> <p><i>TimeWise</i>[®] Age Minimize 3D[®] Night Cream</p> <p><i>TimeWise Repair</i>[®] <i>Volu-Firm</i>[®] Night Treatment With Retinol</p> <p><i>Botanical Effects</i>[®] Moisturizing Gel</p> <p><i>Mary Kay</i>[®] Oil-Free Hydrating Gel</p> <p><i>Mary Kay</i>[®] Intense Moisturizing Cream</p> <p><i>MKMen</i>[®] Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30</p>	<p>You may need an extra set of hands for this one!</p> <p>Apply your favorite <i>Mary Kay</i>[®] moisturizer to the back of your left hand. Leave your right hand bare.</p> <p>Have a helper snap a photo of your hands before and after moisturizing.</p> <p>Standing near a window with natural lighting will help show off your hydrated hand. You should see a noticeable difference in your photo.</p>	<p>Can you see the difference? Day 3 of the #MKStandout Routine Challenge is a reminder to never skip your moisturizer! 🌍</p> <p><i>(Tell us about your favorite moisturizer. How does it make your skin feel? Why do you think it is important for every woman to have a great moisturizer?)</i></p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Thursday, April 23</p> <p>EYE PRODUCT</p>	<p><i>TimeWise® Age Minimize 3D® Eye Cream</i></p> <p><i>TimeWise® Firming Eye Cream</i></p> <p><i>TimeWise Repair® Volu-Firm® Eye Renewal Cream</i></p> <p><i>MKMen® Advanced Eye Cream</i></p> <p><i>Indulge® Soothing Eye Gel</i></p> <p><i>Mary Kay® Hydrogel Eye Patches, pk./30 pairs</i></p>	<p>Film a short video or Boomerang applying your favorite <i>Mary Kay®</i> eye product.</p> <p>If you want to film a video, practice talking to the camera. Decide what you would like to say to your followers beforehand, press record and be authentically you!</p>	<p>EYE love this product! 😊 #MKStandout Routine Challenge Day 4 is all about eyes!</p> <p><i>(Tell us why you love this eye product. Do you notice a difference after using it? Does it help with any of your skin concerns?)</i></p>
<p>Friday, April 24</p> <p>MASK</p>	<p><i>Clear Proof® Deep-Cleansing Charcoal Mask</i></p> <p><i>TimeWise® Moisture Renewing Gel Mask</i></p> <p><i>TimeWise Repair® Lifting Bio-Cellulose Mask, pk./4</i></p>	<p>Snap a selfie while wearing your favorite <i>Mary Kay®</i> mask.</p> <p>Before photographing, make sure that the background of your photo is neat and tidy.</p> <p>Standing next to a window with natural light will give you the best lighting.</p>	<p>Happy Friday! Day 5 of the #MKStandout Routine Challenge is all about masking!</p> <p><i>(Tell us about your favorite mask. How does it help improve your skin? How often do you use it? How does it make your skin feel? What do you do while you mask?)</i></p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Saturday, April 25</p> <p>TARGETED SOLUTION</p>	<p><i>TimeWise Repair</i>® <i>Volu-Fill</i>® Deep Wrinkle Filler</p> <p><i>TimeWise</i>® Microdermabrasion Plus Set</p> <p><i>Mary Kay Naturally</i>™ Moisturizing Stick</p> <p><i>Mary Kay</i>® Extra Emollient Night Cream</p> <p><i>Satin Lips</i>® Shea Butter Balm</p> <p><i>TimeWise Vitamin C Activating Squares</i>®, pk./12</p>	<p>Shoot a short video or Boomerang while applying your favorite <i>Mary Kay</i>® targeted solution product.</p>	<p>#SkinCareGoals <input checked="" type="checkbox"/></p> <p>My favorite targeted solution is the star of my #MKStandout Routine Challenge today.</p> <p><i>(Tell us why you love this targeted solution. How does it improve your skin? How often do you use it?)</i></p>
<p>Sunday, April 26</p> <p>BODY PRODUCT</p>	<p><i>TimeWise Body Targeted-Action</i>® Toning Lotion</p> <p>White Tea & Citrus <i>Satin Body</i>® Revitalizing Shea Scrub</p> <p>White Tea & Citrus <i>Satin Body</i>® Indulgent Shea Wash</p> <p>White Tea & Citrus <i>Satin Body</i>® Silkening Shea Lotion</p> <p>White Tea & Citrus <i>Satin Hands</i>® Pampering Set</p> <p><i>Mint Bliss</i>™ Energizing Lotion for Feet & Legs</p> <p><i>Mary Kay</i>® Hydrating Lotion</p>	<p>Select one of your favorite <i>Mary Kay</i>® body products. Lay it on a flat, solid surface and snap the photo from above.</p> <p>Try styling the image with a fresh towel, a small vase of flowers or a travel bag.</p>	<p>I am finishing my #MKStandout Routine Challenge with my favorite body product!</p> <p><i>(Tell us about your favorite body product. Why do you love it? What does it smell like? How does it make you feel?)</i></p> <p>Thanks for following along with my challenge this week! Should I post about my skin care routine more often?</p>