

MARY KAY

# #MK30DAYS CHALLENGE

## SOCIAL MEDIA PLAYBOOK

### November 2020

Are you up for the #MK30Days Challenge? November is prime time for holiday shopping and self-care gifting. The easiest way to remind your friends, followers and customers that you have everything they need during this busy season is by posting regularly and intentionally on social media.

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
Sunday, Nov. 1  Daylight Saving Time	<i>Mary Kay® Hydrogel Eye Patches</i> , pk./30 pairs	Apply a pair of <i>Mary Kay® Hydrogel Eye Patches</i> to your undereye area. Hold the jar near your cheek, and snap a selfie.	Daylight saving time may have given us an extra hour of sleep, but my eyes are still struggling to wake up! 🤪 Thankfully, I have my trusty <i>Mary Kay® Hydrogel Eye Patches</i> .  <i>(How do the patches feel while you are wearing them? How do your eyes feel when you take them off?)</i>  Now I am fully awake and ready to conquer the day! 😊 #MK30Days
Monday, Nov. 2	<i>Mary Kay® Essential Brush Collection</i>  <i>Mary Kay® Brush Cleaner</i>	Lay your <i>Mary Kay®</i> brushes on a clean towel or folded paper towel. Include the bottle of <i>Mary Kay® Brush Cleaner</i> nearby with the cap off, and take a photo.	Cleaning your makeup brushes is just as important as cleansing your face! After each use, I use the fast-drying <i>Mary Kay® Brush Cleaner</i> to remove buildup and to keep my makeup application true to color. Once a week, I deep clean my brushes with a gentle cleanser and water. When did you last clean your makeup brushes? #MK30Days

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Tuesday, Nov. 3	<i>Mary Kay®</i> makeup	<p>Apply your best holiday party look using <i>Mary Kay®</i> makeup products.</p> <p>Need inspiration? Check out Pages 18–19 of the Holiday 2020 edition of <i>The Look for a Party?</i> Ready! Look. Then, take a selfie.</p>	<p>I'm practicing my holiday party look! </p> <p>(Tell us which products you used and how you applied each. Consider separating the steps with emojis like  Step 1.  Step 2.  Step 3.)</p> <p>What do you think of my party-ready look? #MK30Days</p>
Wednesday, Nov. 4	Your favorite <i>Mary Kay®</i> fragrance	<p>Set your <i>Mary Kay®</i> fragrance against a solid background. Take a close-up shot of the bottle.</p>	<p>Some fragrances just belong to you, and my signature scent is [fragrance name].  It's filled with [insert aroma notes]. I love it because [insert your reason]. Have you found your signature fragrance? What do you love about it? #MK30Days</p> <p>(You can find the notes of your favorite fragrance on <a href="http://marykay.com">marykay.com</a>.)</p>
Thursday, Nov. 5	<i>Skininvigorate Sonic™</i> Skin Care System  <i>Skininvigorate Sonic™</i> Facial Massage Head, pk./1  Your favorite <i>Mary Kay®</i> serum or facial oil**  **The device was not designed to be paired with acne or sunscreen products.	<p>Lay the <i>Skininvigorate Sonic™</i> Skin Care System flat on a countertop. Prop with a bath towel, and add your favorite <i>Mary Kay®</i> serum or facial oil. Style the scene to your taste, then snap an overhead pic.</p>	<p>Did you know that the <i>Skininvigorate Sonic™</i> Skin Care System has an optional facial massage head? The facial massage head can deliver more than 24,000 sonic-powered micromassages to your face and neck in a single two-minute session!  I use it after applying the [insert your favorite <i>Mary Kay®</i> serum or facial oil]. It's a relaxing experience with so many skin benefits!</p> <p>(What benefits have you seen from using this serum and facial massage head?)</p> <p>#MK30Days</p>

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Friday, Nov. 6	Your favorite <i>Mary Kay</i> ® flawless face product	Apply your favorite <i>Mary Kay</i> ® product ( <i>think CC cream, foundation, concealer, etc.</i> ) to the right side of your face. Leave the left side bare. Snap a selfie to compare.	There's just no comparison. This clever coverage complements my bare skin by playing down imperfections while enhancing my overall complexion. It's a match made in heaven.  Which <i>Mary Kay</i> ® flawless face product is your perfect match? #MK30Days
Saturday, Nov. 7	Your easy morning <i>Mary Kay</i> ® skin care routine	Straight-on shot of your weekend skin care routine.	I've been dreaming of this lazy Saturday all week. Bring on the pampering!  What does your weekend routine look like? #MK30Days
Sunday, Nov. 8	White Tea & Citrus <i>Satin Hands</i> ® Nourishing Shea Cream	Snap a straight-on shot of this pampering hand cream. Add a bow or ribbon to the bottle for an extra luxe effect.	The perfect gift  for everyone in your bubble, from friends and family to teachers and colleagues, the White Tea & Citrus <i>Satin Hands</i> ® Nourishing Shea Cream is like a spa in a bottle. #MK30Days
Monday, Nov. 9	Limited-Edition† <i>Mary Kay Mad About Masking</i> ® Mask Pod Gift Set	Remove pods from their box and position them in front of the box. Make sure the background is solid, like poster board or wrapping paper. Decorate with simple ribbon. Capture your scene!	Packed with personality, these <i>Mary Kay Mad About Masking</i> ® Mask Pods are the pore-fect stocking stuffers! <i>(Describe each included mask and its benefits. Which one is your favorite? Who would love this as a gift?)</i> #MK30Days
Tuesday, Nov. 10	<i>MKMEN</i> ® Regimen	Lay the <i>MKMEN</i> ® Regimen inside a cute, giftable box (like one from the limited-edition† <i>Mary Kay</i> ® Gift Box Set) or on top of a flat gift bag. Add masculine ribbon or decorations.	Ladies, we all know a man who still washes his face with a bar of soap.  This simple set makes it easy to incorporate good skin care into his routine. And, let's be honest, he's not going to buy it for himself! #MK30Days

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Wednesday, Nov. 11	<i>Mary Kay Unlimited™ Lip Gloss</i>	Take a Boomerang selfie to reveal this nonsticky gloss. Remove your protective facial mask from one ear and show the clean, gloss-free interior to your camera.	Kiss pesky lip-color smears goodbye!  This nonsticky, nontacky, ultimate formula stays exactly where you apply it and won't yuck up your protective facial mask . #MK30Days
Thursday, Nov. 12	Your favorite <i>Mary Kay® mascara</i>  Your favorite <i>Mary Kay® eyeliner</i>	(With eye makeup applied) In your right hand, hold both products up to your right eye – one positioned above the eye, the other below it, in a < shape. Snap a selfie with your left hand. Make sure your background is neat and tidy.	Eye spy my favorite defining duo!  Seamless lines and lush lashes mean this stare will draw attention anywhere.  (Tell us which products you are holding. How do you apply them?)  #MK30Days
Friday, Nov. 13  World Kindness Day		Save or screenshot an image of your favorite quote about kindness. (Make sure that you are not taking anyone's intellectual property!) You could also create your own image using a design app or website.	Happy #WorldKindnessDay! #MK30Days  (You could include why this is your favorite quote about kindness or what the quote means to you.)
Saturday, Nov. 14	<i>Fragrance-Free Satin Hands® Shea Hand Soap</i>	Take a straight-on shot of the product. Tie a ribbon around the bottle, or attach a small bow to the top for extra decoration.	Hands down, the ONE gift everyone needs in their stockings this year!  #MK30Days
Sunday, Nov. 15  National Recycling Day	<i>Mary Kay Chromafusion® Eye Shadow</i>  <i>Mary Kay Petite Palette® (unfilled)</i>	On a flat surface, arrange your <i>Mary Kay Chromafusion® Eye Shadows</i> in the shape of a heart. Place your <i>Mary Kay Petite Palette®</i> in the center of the heart, and take a photo.	It's #NationalRecyclingDay.  Mary Kay offers innovative and environmentally friendly products and packaging, including refillable compacts that have been around for more than 30 years. #MK30Days

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Monday, Nov. 16	<i>TimeWise Replenishing Serum C+E™</i>	<p>With a big smile, hold this new product near your face and snap a selfie.</p> <p>(Don't have the product in hand yet? Go to Digital Assets on <i>Mary Kay InTouch®</i> to download photos.)</p>	<p>Am I glowing? It's the latest and greatest innovation in skin care from Mary Kay – <i>TimeWise Replenishing Serum C+E™</i>. </p> <p><i>(Describe the product's benefits. Describe the texture. Where will this fit in your routine? Who would enjoy this product?)</i></p> <p>#MK30Days</p>
Tuesday, Nov. 17	Your <i>Mary Kay®</i> nighttime skin care routine	Straight-on shot of your nighttime products styled on a bathroom counter. Consider positioning them with a washcloth, towel or other essential.	<p>Each night, I unplug and unwind with my nighttime routine.  It's an essential process to prep for effective beauty sleep.</p> <p><i>(Describe the products that you use at night. In what order do you apply them? Which product is your favorite? How long have you been using this routine? What is the newest product you have added to your nighttime routine?)</i></p> <p>#MK30Days</p>
Wednesday, Nov. 18	<i>Mary Kay®</i> eyebrow products	Snap a close-up selfie of your face, focusing on your eyebrows. Draw or fill in one eyebrow and leave the other bare for comparison.	<p>Power brows are the new power suit! I feel instantly confident when my face is framed with flawlessly shaped brows.</p> <p><i>(Tell us which products and shades you used. What is your technique for flawless brows?)</i></p> <p>#MK30Days</p>
Thursday, Nov. 19	<i>Fragrance-Free Satin Hands®</i> Shea Hand Sanitizer	<p>Hold product in your left hand while snapping a photo with your right hand.</p> <p>OR</p> <p>Take a Boomerang video spraying the product onto another person's hand.</p>	<p>I stop the spread of germs at home and on the go with this handy sanitizer. </p> <p><i>(Where do you keep your hand sanitizer handy? How often do you use it? How does this compare to other hand sanitizers you have used?)</i></p> <p>#MK30Days</p>

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Friday, Nov. 20	<i>TimeWise Replenishing Serum C+E™</i>	Apply 1 to 2 pumps of <i>TimeWise Replenishing Serum C+E™</i> to the back of your hand and snap a photo. Show off the color, texture and consistency of the product.	<p>Did you know that the human body can't synthesize vitamin C? That means it has to be absorbed through your diet or by topical application on skin. 🍊</p> <p><i>(What benefits have you seen while using this product? Who should add this product to their routine?)</i></p> <p>Did you take your vitamins today? #MK30Days</p>
Saturday, Nov. 21	<i>Mary Kay Illuminea™ Extrait de Parfum</i>  <i>Limited-Edition† Mary Kay Illuminea™ Body Soufflé</i>	Holding the bottle ( <i>or both products</i> ) near your face, pose with a soft smile and take a selfie.  OR  Place both products on a clean surface. Take a close-up shot of them.	Meet the newest addition to the Mary Kay® fragrance line – and my newest obsession – Mary Kay Illuminea™ Extrait de Parfum! 🌟 Like the name indicates, this elegant scent is truly illuminating.  <i>(Describe the scent and how it makes you feel.)</i>  #MK30Days
Sunday, Nov. 22	<i>Limited-Edition† Mary Kay At Play® Mini Matte Liquid Lip Color Kits</i>  <i>Limited-Edition† Mary Kay At Play® Contouring Sticks</i>  <i>Limited-Edition† Mary Kay At Play® Highlighting Stick</i>	On a flat surface, create a gift-wrapping scene. Include cut wrapping paper, ribbon, scissors, stockings, etc. Style products within the scene.	<p>Beauty-lovers rejoice! New limited-edition makeup products are here to fix your color cravings!</p> <p><i>(Tell us which products you have featured. Which shades have you tried? Do you have a favorite?)</i></p> <p>Just in time to gift to someone you love. (Or treat yourself!) #MK30Days</p>
Monday, Nov. 23	<i>Limited-Edition† Mary Kay® 12 Days of Faves</i>	Take a Boomerang video of yourself opening the limited-edition† <i>Mary Kay® 12 Days of Faves</i> box.	<p>This is THE 🎁 every beauty-lover will be wishing for. This brilliantly curated box of beauty includes seven retail-sized Mary Kay® favorites, along with five bonus samples of best-selling products. Enjoy a sneak peek of what's inside!</p> <p><i>(Which product included in the 12 Days of Faves is your most used?)</i></p> <p>#MK30Days</p>

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Tuesday, Nov. 24	Any <i>Mary Kay®</i> go set	Lay the two clear travel pouches on a flat surface, slightly overlapping. Lay the mini products on top. Snap an overhead shot.	Holiday travel is just around the corner! Did you know that Mary Kay has mini versions of our most popular skin care sets?  <i>(What are your holiday travel plans, if any? Which go set is your go-to for travel and why?)</i>  Plus, for a limited time, these perfectly portable, TSA-approved travel pouches come free with a purchase of a qualifying <i>Mary Kay®</i> go set. Contact your Independent Beauty Consultant to learn more! #MK30Days
Wednesday, Nov. 25	One or a few of your favorite <i>Mary Kay®</i> pampering products, such as <i>Mary Kay®</i> Hydrogel Eye Patches, pk./30 pairs; <i>TimeWise®</i> Moisture Renewing Gel Mask; or <i>Mint Bliss™</i> Energizing Lotion for Feet & Legs	Create a pampering scene. Think candles, a beloved book, a jade skin roller, a cup of tea, etc., to style your photo. Include your favorite <i>Mary Kay®</i> pampering products. Be creative!	#SelfCare and wellness are absolutely essential to practice around the holidays. Don't neglect your skin or inner zen.  <i>(What self-care practices do you subscribe to and which <i>Mary Kay®</i> products do you use to re-center?)</i>  How do you practice self-care? #MK30Days
Thursday, Nov. 26  Thanksgiving		Take a photo of how you celebrate Thanksgiving. It could be a family photo, a spread of your favorite food or something that reminds you of fellowship.	#HappyThanksgiving!  <i>(What are you most thankful for? How are you spending the day?)</i>  What are you most grateful for today? 🙏 #MK30Days
Friday, Nov. 27	Your favorite all-pink <i>Mary Kay®</i> products	Create a pinked-out, all-pink scene. Feature pink products and fun pink accessories.	The most wonderful weekend of the year is here! Pink Weekend 💕 What beauty products will you be shopping for this weekend? #MK30Days #MKPinkWeekend

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Saturday, Nov. 28	A few of your best-selling <i>Mary Kay</i> ® products	Cradle a few of your best-selling <i>Mary Kay</i> ® products in your arm. Snap a selfie with the other hand.	<p>Help support small businesses by shopping small today! I'm so thankful to be a small-business owner who provides essential goods and services to my community.</p> <p>(<i>Tell us about your Mary Kay business. When did you start your business? Why did you start a Mary Kay business? What is the most rewarding part of your Mary Kay business?</i>)</p> <p>Remember to support independent businesses by shopping small today. #MK30Days #MKPinkWeekend</p>
Sunday, Nov. 29	Your favorite <i>Mary Kay</i> ® hydrating products, such as <i>Mary Kay</i> ® Hydrating Lotion, White Tea & Citrus <i>Satin Hands</i> ® Nourishing Shea Cream or <i>Mary Kay Naturally</i> ® Moisturizing Stick	Place hydrating products on a countertop next to a refillable water bottle or a glass of water.	 Dropping winter temps means exposed skin is at risk of dryness. I keep my skin hydrated by drinking lots of water and using hydrating products! <p>(<i>What facial products do you use for hydration? What are your favorite body products to combat dryness? Do you have any other cold weather go-tos?</i>)</p> <p>How do you keep your winter skin hydrated?  #MK30Days #MKPinkWeekend</p>
Monday, Nov. 30	<i>Mary Kay</i> ® shipping box	<p>Place a <i>Mary Kay</i>® shipping box on your doorstep and snap a photo.</p> <p>OR</p> <p>After placing a box on your doorstep, take a selfie from a high angle, proudly showing your delivered package with a big smile.</p>	Why wait for two-day shipping? Many <i>Mary Kay</i> Independent Beauty Consultants can deliver products directly to your door with same-day delivery.  #MK30Days #MKPinkWeekend

<sup>†</sup>Available while supplies last

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