

# MARY KAY®

## SEPTEMBER 2020 SOCIAL MEDIA PLAYBOOK

### #MKBeautyBeyond

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
Thursday, Sept. 3	<i>Skinvigate Sonic™</i> Skin Care System  Your favorite <i>Mary Kay®</i> cleanser	Stand your favorite <i>Mary Kay®</i> cleanser upright on a flat surface. Lay the <i>Skinvigate Sonic™</i> Skin Care System on its side, slightly in front of the cleanser. Position your camera level with the flat surface, then snap a photo.	Did you know that September is #SkinCareAwarenessMonth? When I pair my favorite <i>Mary Kay®</i> cleanser with the <i>Skinvigate Sonic™</i> Skin Care System, my complexion benefits from 60 seconds of superior clean! 💧  <i>(Why do you like to pair your <i>Skinvigate Sonic™</i> Skin Care System with this cleanser? How does your skin feel after using both? How often do you use this pair together?)</i>  What is your favorite skin care product or tool? #MKBeautyBeyond
Monday, Sept. 7	<i>Clear Proof®</i> Deep-Cleansing Charcoal Mask	Film a time-lapse video of yourself applying the <i>Clear Proof®</i> Deep-Cleansing Charcoal Mask to your entire face. Or film a Boomerang video applying a swipe of the <i>Clear Proof®</i> Deep-Cleansing Charcoal Mask to your cheek.	Start the week with a clean slate! 🧼 This deep-cleansing mask pulls dead skin cells, oil and grime from pores, leaving my complexion free from impurities and ready to face the week. 😊 #MKBeautyBeyond

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Thursday, Sept. 10	Limited-Edition <i>Mary Kay</i> ® Foil Eye Shadow Duo	Apply swatches of one or both of the limited-edition <i>Mary Kay</i> ® Foil Eye Shadow Duos to the back of your hand. Snap a photo or film a Boomerang video of your hand to show off their sparkle.	<p>Calling all fans of glimmer and shimmer! ✨ Fall is bringing ALL THE GLAM, including these limited-edition <i>Mary Kay</i>® Foil Eye Shadow Duos.</p> <p><i>(Talk about which shades you are showing. What <i>Mary Kay Chromafusion</i>® shades would you pair with these foil eye shadows?)</i></p> <p>Which shade is your favorite? #MKBeautyBeyond</p>
Sunday, Sept. 13  Mary Kay Inc. 57th Anniversary		Share a photo of your favorite <i>Mary Kay</i> memory. It could be an image from Seminar, the day you received your Starter Kit or your favorite skin care party.	<p>Today is #MaryKay's 57th anniversary. 💕</p> <p><i>(Tell us about your favorite <i>Mary Kay</i> memory and what it means to you. Share why you think the <i>Mary Kay</i> opportunity is more than a beauty business.)</i></p> <p>#MKBeautyBeyond</p>
Wednesday, Sept. 16	Your favorite (or several favorite) new <i>Mary Kay</i> ® holiday products	Style your favorite holiday products on a flat surface. Position your camera about 6 inches above the setting then snap a pic.	<p>Can you say HOLI-YAY? 🎁 Here's a peek at a few of my fave holiday products, perfect for gifting to yourself — or someone else. 😊</p> <p><i>(Talk about which products you are most excited about and why. Who would you gift these to? Why would these make great gifts?)</i></p> <p>#MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Friday, Sept. 18</p>	<p>Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap</p>	<p>Hold your Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap in one hand, ensuring that the label is visible. Make sure that your background is free from any clutter, and take a photo of the bottle in your hand.</p>	<p>Handwashing is more important than ever. 🧼 This new Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap has been the best addition to my countertops!</p> <p><i>(What is your favorite feature of the hand soap? How do your hands feel after using the product? Do you plan on gifting this product to anyone?)</i></p> <p>If you are a fan of <i>Satin Hands</i>® or <i>Satin Body</i>® products from Mary Kay, I just know that you are going to love it too! #MKBeautyBeyond</p>
<p>Saturday, Sept. 19</p>	<p>Limited-Edition <i>Mary Kay</i>® Mini Essential Brush Set</p>	<p>Hold your mini brushes near your face in one hand, slightly fanned out so that all brushes can be seen. Then, flash a big smile and take a selfie.</p>	<p>This new limited-edition <i>Mary Kay</i>® Mini Essential Brush Set is perfectly purse-sized and is so easy to carry for on-the-go eye looks! The holidays will be here before you know it, and this set is a great gift for your makeup-loving friend who has everything! #MKBeautyBeyond</p>
<p>Tuesday, Sept. 22</p> <p>First Day of Fall</p>	<p>Your <i>Mary Kay</i>® makeup products with fall tones, like <i>Mary Kay Chromafusion</i>® Eye Shadows in Cinnabar, Mahogany or Burnished Bronze.</p>	<p>Create your perfect makeup look for fall by using shades inspired by pumpkin spice and changing leaves. Then, snap a selfie or photograph the products that you have selected.</p>	<p>Today is the #FirstDayOfFall. 🍁 I felt inspired to wear my favorite shades of fall to complete my makeup.</p> <p><i>(List the products that you selected, including any makeup brushes or tools. What is your favorite part of this look?)</i></p> <p>#MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Saturday, Sept. 26</p>	<p><i>MKMen</i>® Skin Care Regimen</p> <p>or</p> <p>Limited-Edition <i>Mary Kay</i>® Men's Hair and Body Wash Gift Set</p>	<p>Grab a dark-colored towel and roll it into a cylinder. Gently lean the men's products that you have selected against the rolled towel. Style your photograph with a men's razor, cotton pads or a men's tie.</p>	<p>Who has a man in their life that is hard to buy for? 🧑🏻 I know the perfect gift for the man who has everything!</p> <p><i>(Tell us why the products you selected are perfect for any man. Who have you gifted these products to? What did they like about the products?)</i></p> <p>#MKBeautyBeyond</p>
<p>Tuesday, Sept. 29</p>	<p>Limited-edition gift with purchase fuzzy socks</p> <p><i>Mint Bliss</i>™ Energizing Lotion for Feet &amp; Legs</p>	<p>Lay socks on a flat, solid surface so they are just overlapping each other. Lay the <i>Mint Bliss</i>™ Energizing Lotion for Feet &amp; Legs on top of the socks at an angle. Add a shiny holiday bow to the scene for a festive look.</p>	<p>We all know someone who needs a little extra #selfcare right now. (Maybe it's you! 😊) This <i>Mint Bliss</i>™ Energizing Lotion for Feet &amp; Legs is the perfect gift for...</p> <p><i>(a nurse, a teacher, a mother or someone else who would enjoy Mint Bliss™. What does it feel like when you apply the product? How do your feet feel afterward? What do you do during your Mint Bliss™ "me" time?)</i></p> <p>And for a limited time, you can receive these fuzzy, festive socks as a gift with your purchase! 🎁 Contact your Mary Kay Independent Beauty Consultant for more information!</p> <p>#MKBeautyBeyond</p>