MARY KAY

6 THINGS TO REMEMBER ABOUT THE

Global Social Media Guidelines

1 NAMING YOUR SOCIAL HANDLE

When naming your page remember to make it all about YOU! Keep it basic with just your name or get creative with beauty/skincare/makeup names!

Approved handle ideas

@janesmith
@janesmithskinexpert

Unapproved handles

@janesmithMK
@janemarykay

2 MAKE THE MOST OF YOUR BIO

Clearly indicate your independent relationship with Mary Kay in your bio!

Examples:

- Mary Kay Independent Business Owner
- Mary Kay Sales Director
- Mary Kay National Sales Director
- Mary Kay Independent Beauty Consultant

Jane Smith
✨Beauty - Makeup - Business
💖Mary Kay Independent Beauty Consultant
💋Skincare and Makeup Expert
🔗www.marykay.ca/janesmith

3 PROTECTING THE BRAND

How to use our Intellectual Property (IP) correctly

IP includes trademarks, trade names, copyrights, images, videos, and other brand assets.

You CAN

- ✅ Use Company-approved images from the Social Media Images Library.
- ✅ Create your own original content featuring Mary Kay® products.
- ✅ Share or repost content directly from official Mary Kay social channels.

You CAN'T

- 🚫 Use "Mary Kay" or "MK" in account/page names
- 🚫 Use Mary Kay images, videos, or assets from unapproved sources.
- 🚫 Screenshot, alter, edit or modify Company materials and use as your own

4 DO'S & DON'TS OF APPROPRIATE LANGUAGE TO USE ON SOCIAL

Do Not-Use Terms & Safer Alternatives

"My Mary Kay business has been such a positive addition to my routine—I've really enjoyed the flexibility and the opportunity to earn extra money. 💖"

"Ready to **start earning serious money** from home? 💰 This opportunity can help you build **unlimited income** and finally **get ahead financially** 🙌"

See full list of guidelines.

5 WHAT CAN YOU SHARE ABOUT YOUR MARY KAY BUSINESS ON SOCIAL MEDIA?

On Social Media you **CAN**:

- Show the love of Mary Kay® products and enthusiasm about your Mary Kay business.
- Show the services you provide as an Independent Beauty Consultant.
- Show product-related events such as beauty parties and classes.
- Show product gifting ideas.
- Include a link to your online MyShop or invite followers to message you directly.

6 USE DISCLOSURES WHEN NECESSARY

Only the top 1% of the Mary Kay independent sales force members earn the use of a Mary Kay Career Car through their Mary Kay businesses.

Only the top 1% of the Mary Kay independent sales force members earn an invitation to the Top Director Trip, NSD trip, or earn Seminar recognition and prizes.