

MARY KAY®
APRIL 2021 SOCIAL MEDIA PLAYBOOK
#MKElevateYourExpectations

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Mon., April 5</p>	<p>White Tea & Citrus <i>Satin Hands</i>® Nourishing Shea Cream</p>	<p>Hold the tube in one hand, and snap a photo with the other.</p>	<p>Because even spring skin has hydration needs. 💧 This lightly scented citrusy lotion is a creamy, dreamy shea butter treat for instantly happy hands. 🙌</p> <p><i>(Describe how it feels, smells and what you love about it.)</i></p> <p>How do you keep your hands happily hydrated? #MKElevateYourExpectations</p>
<p>Thurs., April 8</p>	<p>Your favorite <i>Mary Kay</i>® cleanser</p> <p>Special-Edition† <i>Mary Kay</i>® Fuzzy Headband</p>	<p>While wearing this cute fuzzy headband, hold your cleanser next to your fresh face, and take a selfie.</p>	<p>Spring cleaning is much more fun when it comes to skin care! I adore this formula for so many reasons, but mostly because it gets my skin so fresh and so spring clean!</p> <p><i>(Tell us about your go-to cleanser and what you love about it. Describe what it smells like, feels like and why it is your go-to.)</i></p> <p>Have you started #springcleaning? #MKElevateYourExpectations</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Tues., April 13	Limited-Edition [†] <i>Mary Kay</i> [®] Lip Kit in Nude and Pink	Draw swatches of both lip liner and lipstick in both shades on the back of your hand. Hold products in the same hand, with the swatches facing out, and snap a pic.	<p>The trick to looking on-point for spontaneous video calls? Lipstick! 🗨️</p> <p>Available in Nude and Pink, these lip kits are perfectly paired for a seamless color experience.</p> <p><i>(Tell us about each set and what you love about it. How does the color make you feel?)</i></p> <p>Are you team Nude or team Pink? #MKElevateYourExpectations</p>
Fri., April 16	<i>Mary Kay Clinical Solutions</i> [™] Retinol 0.5 Set	<p>Share your own before-and- after photos to reveal your retinization journey! Consider using a photo carousel to present photos from each week, or create a side-by-side image featuring a before- retinol pic next to a current one.</p> <p>For guidance on how to take the best photos, check out the Before & After Image Guidelines.</p>	<p>Check out my results after using the <i>Mary Kay Clinical Solutions</i>[™] Retinol 0.5 Set for <i>(insert number)</i> weeks!</p> <p><i>(What changes have you seen in your skin while using the set? Did you follow <i>Mary Kay</i>'s recommended gentle retinization process? What tips do you have for maximizing comfort during the retinization process?)</i></p> <p>Have you tried adding pure retinol to your skin care routine? #MKBeforeAndAfter #MKElevateYourExpectations</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sun., April 18	<p><i>Mary Kay</i>® Eyeliner in any shade</p> <p><i>Mary Kay</i>® Gel Eyeliner With Expandable Brush Applicator</p> <p><i>Mary Kay</i>® Waterproof Liquid Eyeliner Pen</p>	<p>Draw a swatch of each eyeliner on the back of one hand. Take a photo with the other hand.</p> <p>OR</p> <p>Post three selfies wearing each of the eyeliners, highlighting how each can create a different look.</p>	<p>They say good things come in threes. ❤️❤️❤️ That's especially true for these <i>Mary Kay</i>® Eyeliners – each of which draw attention to eyes while offering their own unique style. 😊</p> <p><i>(Tell us about each eyeliner. How are they different from one another? Which is your favorite?)</i></p> <p>What is your favorite style of eyeliner – pencil, gel or pen? #MKElevateYourExpectations</p>

TIP

Include a link to your *Mary Kay*® Personal Web Site at the end of your captions. Adding the link by itself or prefacing the link with “Learn more” is considered an *informational* message, which means you can post to your personal social media pages.

Should you preface the link with a request to do business with you, such as “Shop with me” or “Buy here,” your post will be considered a *commercial* message, which should only be posted to your business page or group.

Wed., April 21	<p>Limited-Edition[†] <i>Mary Kay If You Believe</i>™ Eau de Toilette</p> <p>Any other <i>Mary Kay</i>® fragrances you may have</p>	<p>Place the fragrances on a decorative tray or surface. Place additional fragrances on the tray behind it. Make sure limited-edition[†] <i>Mary Kay If You Believe</i>™ Eau de Toilette is on the foreground and in focus. Snap a straight-on shot.</p>	<p>I recently refreshed my fragrance collection with this light ensemble of woody citrus floral tones – a perfect pick for spring! 🌸🌿</p> <p><i>(Tell us about the fragrance notes. How do they make you feel? What do they remind you of?)</i></p> <p>#MKElevateYourExpectations</p>
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DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Fri., April 23	Special-Edition [†] <i>Mary Kay</i> [®] Travel Color Bag filled with your favorite <i>Mary Kay</i> [®] products	Fill the bag with your favorite color products. Lay it on a solid background and style as desired. Snap a pic.	<p>Meet my weekender makeup must-haves! 🗝️</p> <p><i>(List the products featured.)</i></p> <p>These essential color picks fit nicely in my special-edition <i>Mary Kay</i>[®] Travel Color Bag, which stows inside any travel bag – keeping everything neatly organized. What are your weekend essentials? #MKElevateYourExpectations</p>
Sat., April 24	Your favorite <i>Mary Kay</i> [®] eye cream	Hold your eye cream in front of one eye. Take a close-up selfie.	<p>Eye spy one of my favorite skin care products! 😍</p> <p><i>(Name the eye cream you selected and what you love about it. What does this product do for your skin? How long have you been using this product?)</i></p> <p>👁️ Fine lines 🌿 Dryness ● Dark circles</p> <p>Which do your eyes need a break from? Drop the matching emoji below! #MKElevateYourExpectations</p>

TIP

A new hashtag is selected each quarter to go along with the theme of *The Look*. The Spring 2021 theme is Elevate Your Expectations, so the hashtag used within this playbook is #MKElevateYourExpectations.

Be on the lookout for a new hashtag next month, and be sure to include the quarterly hashtag in posts you create using this playbook!

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Tues., April 27	<p><i>Mary Kay</i>® Foundation Primer Sunscreen Broad Spectrum SPF 15*</p> <p><i>TimeWise</i>® Age-Fighting Lip Primer</p> <p><i>Mary Kay</i>® Eye Primer</p>	Flat-lay photo: Style your products against a solid background or on a countertop. Snap a photo from above.	<p>An artist is only as good as her canvas! 🤖🧐 Here's what I use to prep and prime mine:</p> <p><i>(List out your products. Tell us the application order and what each primer does.)</i></p> <p>#MKElevateYourExpectations</p>
Fri., April 30	Your <i>Mary Kay</i> ® nighttime skin care routine	<p>Take a straight-on shot of your usual p.m. routine, including any add-on treatments, such as masks, <i>Mary Kay</i>® Hydrogel Eye Patches, <i>Mary Kay Clinical Solutions</i>™, etc.</p> <p>OR</p> <p>Take a time-lapse video of you going through each step in your p.m. routine.</p>	<p>I'm all about maximizing my 🛌 time, which means I prep my complexion for effective beauty sleep! 🧐</p> <p><i>(Walk us through the steps in your routine and include any special add-ons – like masks, Hydrogel Eye Patches, Mary Kay Clinical Solutions™, etc.)</i></p> <p>What are your p.m. routine must-haves?</p> <p>#MKElevateYourExpectations</p>

† Available while supplies last

* Over-the-counter drug product