







MARY KAY®

AUGUST 2022 SOCIAL MEDIA PLAYBOOK #MKFALLFORALL

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Aug. 3</p>		<p>Snap a photo of what your summer has looked like. Are you working your business? On vacation? Spending time with your family?</p>	<p>Summer is winding down, and mine was surely one to remember! 🌻 #MyMKLife #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>How did you spend your summer? Share one or two memories you made. How does the flexibility of your Mary Kay business help you make time for moments like these? What are you looking forward to in the fall?</i></p>
<p>Saturday, Aug. 6</p>	<p><i>TimeWise Miracle Set 3D®</i></p>	<p>Take a short video or Instagram Reel of yourself going through your daily skin care routine with this set. Be sure to include each product name in the video you create!</p>	<p>Skin care sets the stage for healthy-looking skin. ✨ Here's my daily skin care routine. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>Why is skin care important to you? What are some tips you use to stay consistent with your skin care? Who would enjoy using this set?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Aug. 9</p>		<p>Visit the Tech Tools topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule your image featuring the <i>Mary Kay</i>[®] App.</p>	<p>Have you heard of the Wish It to Win! Contest? To enter, simply save your beauty faves to the Mary Kay App Wish List. Do that, and you could be selected to win a \$50 gift card. There's no purchase necessary!</p> <p>Here's how to enter:</p> <ul style="list-style-type: none">  Download the Mary Kay App by Aug. 12.  Search for your Independent Beauty Consultant.  Register and sign in.  Find a product you love, and add it to your Wish List.  Ta-da! You're now eligible to win. <p>#MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>Name a Mary Kay[®] product you have on your Wish List. Why do you like this product? Share how using the Wish List makes shopping easy.</i></p>
<p>Friday, Aug. 12</p>	<p><i>Mary Kay</i>[®] Instant Puffiness Reducer</p>	<p>Visit the Mary Kay Opportunity topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule your image featuring Instant Puffiness Reducer.</p>	<p>This innovative product with instant results is one of my favorite finds!  I love the results it delivers. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>Share your experience with using the product. When do you like to wear it (ex: for a night out, special event, date night, etc.)? Do you apply foundation or concealer afterward? Who would you recommend try this product?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, Aug. 15 National Relaxation Day	White Tea & Citrus <i>Satin</i> <i>Hands</i> ® Pampering Set <i>Mary Kay</i> ® Hydrogel Eye Patches <i>TimeWise</i> ® Moisture Renewing Gel Mask	Style and snap a photo of your pampering <i>Mary Kay</i> ® products next to your vanity, bathtub filled with bubbles or on your nightstand.	Today I'm relaxing with my Mary Kay go-tos for #NationalRelaxationDay. 🧘 Personalize your post by answering the questions below! <i>How do these products help you relax? Name one or two things you like about each one. When do you like to use them? How do you make time to relax and unwind?</i>

MARY KAY® DIGITAL LIBRARY 101

The *Mary Kay*® Digital Library powered by Hootsuite Amplify is home to Company-approved content ready for you to download, schedule or share. Learn how to connect your social networks, such as your Facebook Business page or Private Group, download digital assets and schedule or immediately share to your social networks in a LIVE education session on Aug. 10 at 1 p.m. CT. Click [here](#) to sign up today!


TIP

Not sure how to get started with creating #MyMKLife social media posts? Follow these three themes to spark creativity.

1. Reveal how your Mary Kay business fits your life.
2. Share how starting your Mary Kay business has allowed you to be who you want to be.
3. Feature *Mary Kay*® products you believe in.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Aug. 16</p>	<p>Limited-Edition† <i>Mary Kay</i>® Beauty Box</p> <p>Special-Edition† <i>Mary Kay</i>® 2-Step Hydrating Sheet Mask</p> <p>Limited-Edition† <i>Mary Kay</i>® Warm Hues Eye Shadow Palette</p> <p><i>Mary Kay</i>® Gel Semi-Shine Lipstick in Downtown Brown</p> <p><i>Mary Kay</i>® Gel Semi-Matte Lipstick in Subdued Nude</p> <p>Special-Edition† <i>MKMen</i>® Foaming Beard Wash</p>	<p>Take a short video or Instagram Reel of all the new products for Fall 2022. Try adding text to the video with the full name of each product. Learn how in this short tutorial.</p>	<p>I'm so excited to step into fall with all of these NEW products! 🍁 From beauty-lovers to beard-wearers, this seasonal #MKFallForAll offering has something for everyone. #MaryKayBeautyBox</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which product(s) are you most excited to use? Have you sampled or tried any of them already? What are your initial thoughts? Who do you think would like these? Do you plan on creating a fall bundle?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Aug. 19	Mary Kay® Ultimate Mascara™	Take a selfie with one eye bare (no mascara) and one eye with mascara applied. Learn how to take before-and-after images here .	<p>I found the ultimate lash look! 😍 Check out the difference this fabu-lash formula creates. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>Share one or two application tips (See Page 13 in The Look). Which shade are you wearing? How many coats did you apply? What other Mary Kay® eye products do you like to pair with the mascara?</i></p>
Saturday, Aug. 20	Limited-Edition† Mary Kay® Beauty Box	Visit the Fall 2022 Products topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image featuring the Beauty Box.	<p>I can't wait to treat myself and all my girls with the new limited-edition #MaryKayBeautyBox! 😊 It has the perfect assortment of products to pamper and please. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is your favorite product included in the box? Share a few of its benefits. How will this box help you build your beauty collection? Who would enjoy receiving this box?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, Aug. 22	Limited-Edition† <i>Mary Kay</i> ® Warm Hues Eye Shadow Palette	Visit the Eyes topic in the <i>Mary Kay</i> ® Digital Library powered by Hootsuite Amplify to download, share or schedule your image featuring the Warm Hues Eye Shadow Palette.	<p>What’s your true hue? ✨ I’m expressing my originality with these fall- inspired shades. #MKFallForAll</p> <p>Ask for details on how you can enter the #MKUniquelyHueContest!</p>
Wednesday, Aug. 24		Post a photo of when you first began your <i>Mary Kay</i> business.	<p>It’s way  Wednesday! This is when I first fell in love with #MyMKLife. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>What year was the photo taken? How did you first hear about the <i>Mary Kay</i> opportunity? Share a memory from that time in your life. How has your business grown since then? How have you grown since then?</i></p>

WHAT'S NEW?

The *Mary Kay*® Digital Library powered by Hootsuite Amplify got an upgrade! With the new Hootsuite app, you can now schedule to social media business pages, see all *Mary Kay* content in its appropriate topic and download images with just a click of a button. Learn more about this upgrade [here!](#)

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Aug. 27</p>	<p><i>Mary Kay</i>® Gel Semi-Shine Lipstick in Downtown Brown</p> <p><i>Mary Kay</i>® Gel Semi-Matte Lipstick in Subdued Nude</p>	<p>Take two selfies: one wearing Downtown Brown and the other wearing Subdued Nude.</p>	<p>Say hello to new shades! 🙌 These harvest hues are just what I needed to complete my fall lipstick wardrobe.</p> <p>Which shade is calling 📞 your name, Downtown Brown or Subdued Nude? 📌 #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does the gel formula feel on your lips? What type of makeup look would you wear with each shade (ex: glam, neutral, colorful, etc.)? Which other Mary Kay® products would you pair with them to complete your fall look?</i></p>
<p>Tuesday, Aug. 30</p>	<p>Special-Edition+ <i>MKMen</i>® Foaming Beard Wash</p> <p><i>MKMen</i>® Daily Facial Wash</p> <p><i>MKMen</i>® Shave Foam</p> <p><i>MKMen</i>® Cooling After-Shave Gel</p> <p><i>MKMen</i>® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*</p>	<p>Style these products with gifting materials, such as gift bags and tissue paper, and snap a photo.</p>	<p>Guys need their “me” time too! 🧑 I found a few #GiftsForHim that I think he’ll love. #MKFallForAll</p> <p>Personalize your post by answering the questions below!</p> <p><i>Call out one or two benefits of each product. When would they incorporate these into their routines? Who would enjoy receiving these as gifts?</i></p>

GET READY FOR SEPTEMBER!

Jump-start your social media planning for next month by adding these posts to your calendar!

MARY KAY®

SEPTEMBER 2022 SOCIAL MEDIA PLAYBOOK #MKGIVEJOYFULLY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Sept. 2	<p><i>Mary Kay Chromafusion®</i> Eye Shadow in Frozen Iris and Smoky Quartz</p> <p><i>Mary Kay® Ultimate Mascara™</i> in Black</p> <p><i>Mary Kay Chromafusion®</i> Blush in Wineberry</p> <p><i>Mary Kay Chromafusion®</i> Contour in Cocoa</p> <p><i>Mary Kay Chromafusion®</i> Highlighter in Honey Glow</p> <p><i>Mary Kay Unlimited®</i> Lip Gloss in Unique Mauve</p>	<p>Take a short video or Instagram Reel of yourself recreating the makeup artist look: Violet Ice. Find the steps to complete this look here.</p>	<p>I'm savoring every beautiful moment with this Violet Ice makeup look! 💜</p> <p>Ready to try these serene shades? ✨</p> <p>Connect with your Independent Beauty Consultant to create your own unique look for a chance to win the #MKUniquelyHueContest.</p> <p>#MKGiveJoyFully</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, Sept. 5	Special-Edition† <i>Mary Kay</i> ® 2-Step Hydrating Sheet Mask	Take a photo of the mask styled with other <i>Mary Kay</i> ® skin care products you use in your daily routine.	<p>I know what I'm bringing with me on my next vacation! ✈️ The new special-edition 2-Step Hydrating Sheet Mask is a great way to stay refreshed while I'm on the go. Here's how:</p> <ul style="list-style-type: none"> 💧 FOLD the pouch to break the inner seal, then SQUEEZE the gel essence. 💧 MASSAGE it into the sheet mask, then APPLY the mask onto your face. 💧 RELAX while the mask refreshes and hydrates your skin. <p>#MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does your skin feel after applying the mask? Which <i>Mary Kay</i>® product(s) do you follow it with in your routine? When do you like to use this mask? Who do you think would enjoy this convenient product (ex: frequent travelers, busy moms, etc.)?</i></p>

†Available while supplies last

*Over-the-counter drug product

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