

MARY KAY®
FEBRUARY 2022 SOCIAL MEDIA PLAYBOOK
#MKYourPower

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Feb. 4	Mary Kay® Essential Brush Collection	In bright lighting, take a photo of the brush collection next to Mary Kay® foundation, eye shadow and blush products.	<p>Better beauty begins with better brushes! 🖌️ With this five-piece brush set, I can create a range of gorgeous makeup looks. Plus, the portable clutch makes it easy to brush up while I'm on the go.</p> <p>💖 Which makeup brush is your beauty bestie? #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is your favorite look to create with this set? Which Mary Kay® products do you apply with the brushes? How do you touch up your looks while you're out and about?</i></p>

#MyMKLife Social Media Challenge

The countdown is on! From now through Feb. 28, you can participate in the #MyMKLife Social Media Challenge by sharing how your Mary Kay business fits in your life. Maybe you started a Mary Kay business so you could be at home with your children, or maybe it was about sisterhood and having a community of strong and supportive women. Share with us how the Mary Kay opportunity offered you your “perfect fit.” Be sure to use hashtag #MyMKLife and tag @MaryKayUS for your chance to be featured on the Mary Kay U.S. Facebook page and Instagram! [Click here](#) for more information.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Sunday, Feb. 6	Mary Kay® Micellar Water AND Mary Kay® Hydrogel Eye Patches	Visit the Skin Care Topic in the Mary Kay® Digital Library Powered by Hootsuite Amplify to download, share or schedule your image!	Need a quick refresher? 🔄 These two speedy superstars help make “me” time a lot easier to find. #MKYourPower Personalize your post by answering the questions below! <i>When do you like to use these products? Do you take time to relax and unwind, or are you multitasking? How does your skin feel afterward? What other self-care products would you pair with these?</i>
Tuesday, Feb. 8		Choose a photo or video that highlights your fondest Mary Kay memory or event.	The best thing about memories is making them! ❤️ #MyMKLife #MKYourPower Personalize your post by answering the questions below! <i>What memory are you showing? When did it take place? Who did you share this special moment with? How did it make you feel? Why is it so important to you?</i>

MARY KAY® DIGITAL LIBRARY POWERED BY HOOTSUITE AMPLIFY

Now you can share all your favorite Mary Kay content and clip art from one place: the Mary Kay® Digital Library! Follow the [step-by-step tutorial](#) to learn how to access the assets and posts, how to connect your social media accounts and how to begin sharing from the Digital Library.

[Mary Kay InTouch® > Resources > Digital Zone > Mary Kay® Digital Library](#)

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Feb. 10</p>	<p>Mary Kay® Oil-Free Hydrating Gel</p>	<p>Take a video or Instagram Reels of yourself applying the hydrating gel. Show the texture of the gel to the camera, and then apply.</p>	<p>Just like our bodies need to be hydrated to look and feel their very best, so does our skin! ✨ #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Describe how the gel feels on your skin. How does this product help your skin stay hydrated throughout your day? Which Mary Kay® moisturizer do you pair it with in your routine?</i></p>
<p>Saturday, Feb. 12</p>	<p>Pick your favorite Mary Kay® fragrances, such as <i>Thinking of You</i>® Eau de Parfum or <i>Thinking of Love</i>® Eau de Parfum.</p>	<p>Take a Boomerang of yourself holding out the fragrance bottle and spritzing it on.</p>	<p>These fragrances are SCENT-SATIONAL! 🌸 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® fragrances did you choose? Why did you pick these? What do you like about them? Describe their fragrance notes.</i></p>
<p>Monday, Feb. 14</p> <p>Valentine's Day</p>	<p>Choose your go-to date night Mary Kay® makeup essentials, and top it off with your favorite Mary Kay® lipstick.</p>	<p>Take a selfie with your Valentine's Day look!</p>	<p>Step aside chocolate, my true love is makeup! ❤️ XOXO. #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® products are you wearing? What made you choose these? Outline the details on how you applied them to achieve your date night look.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Feb. 16</p>	<p>All NEW Spring 2022 Products:</p> <p>Limited-Edition† <i>Mary Kay</i>® Masking Minis</p> <p>Limited-Edition† <i>Mary Kay</i>® Hand Cream Minis</p> <p><i>Mary Kay Clinical Solutions</i>® C + Resveratrol Line- Reducer</p> <p><i>Mary Kay Clinical Solutions</i>® HA + Ceramide Hydrator</p> <p><i>Mary Kay</i>® Supreme Hydrating Lipstick</p>	<p>In bright lighting, snap a photo or short video of all the new Spring 2022 products. Lay them upright, showing the names and shades of the products.</p>	<p>I can't wait to bring on spring with these brand-new products! 🌸 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which product(s) are you most excited to try? Have you sampled or tried any of them already? What are your initial thoughts? Who do you think would like these?</i></p>

WHAT'S NEW?

Make the love last all month long with next-level videos, savvy selling tips, downloadable fliers and other helpful resources for the new Spring 2022 quarter. Visit [Product Central](#) to get the full scoop on all the bold new products and to share these beautiful assets with your customers – in person, virtually or both!

***Mary Kay InTouch*® > Products > Product Central**

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Feb. 19</p> <p>National Lash Day</p>	<p>Your <i>Mary Kay</i>[®] mascara wardrobe</p>	<p>Snap a picture of all your mascaras styled next to your makeup bag and other makeup products.</p>	<p>So excited that I get to choose between all these fab-u-lash mascaras to celebrate #NationalLashDay! 😊 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are your top three Mary Kay[®] mascaras? What effect do they give your eyelashes (length, volume, etc.)? When do you like to wear each one (with a natural look, glam look, colorful look, etc.)?</i></p>
<p>Tuesday, Feb. 22</p>	<p><i>Skinvigate</i> <i>Sonic</i>[™] Skin Care System paired with your go-to cleanser.</p> <p><i>Mary Kay Clinical Solutions</i>[®] C + Resveratrol Line- Reducer</p> <p>OR</p> <p><i>Mary Kay Clinical Solutions</i>[®] HA + Ceramide Hydrator</p>	<p>Take a video of yourself cleansing your face with <i>Skinvigate</i> <i>Sonic</i>[™] and then applying one of the <i>Mary Kay Clinical Solutions</i>[®] boosters.</p>	<p>I'm boosting my routine! 🚀 These products are great complements to my skin care routine. #MKYourPower</p> <p><small>FREE</small> P.S. – You can receive a FREE* stand with your purchase of the <i>Skinvigate</i> <i>Sonic</i>[™] Skin Care System!</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay[®] cleanser and Mary Kay Clinical Solutions[®] booster are you using? Is there a specific skin concern you're targeting? How do they help you achieve your best skin results? Who would the stand and system make a great gift for?</i></p>

TIP

Unlock your social media success with [Mary Kay Social Media Legal Guidelines](#). These helpful tips can educate and empower you to create social posts that are effective and compliant!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Feb. 25	Limited-Edition† Mary Kay® Masking Minis Limited-Edition† Mary Kay® Hand Cream Minis	In bright lighting, take a time-lapse video of yourself packing your toiletry bag with all the minis. Capture the video in an angle that shows how easily the minis fit into your bag.	These limited-edition sets are mini but mighty! 🤞 I love being able to enjoy a moment of portable pampering whenever I please. #MKYourPower Personalize your post by answering the questions below! <i>When do you like to pause your day and pamper yourself? How do these products help you make “me” time while you’re on the go? What would you bundle with these mini sets?</i>
Monday, Feb. 28	Your favorite Mary Kay® skin care set	Take a photo of yourself holding your choice of skin care products.	ATTENTION! THIS IS A COMMERCIAL POST AND CAN ONLY BE POSTED ON BUSINESS PAGES OR IN PRIVATE GROUPS! Did you know there’s a new way to shop for skin care? 🛒 I got my latest set while exploring Suite 13™. It was a super fun, virtual shopping experience! 📖 Want to explore this new world of beauty? We can do it together; just message me! #MaryKaySuite13 #MKYourPower

†Available while supplies last

*Available from participating Independent Beauty Consultants only and while supplies last

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

GET READY FOR MARCH!

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

MARY KAY® MARCH 2022 SOCIAL MEDIA PLAYBOOK #MKYourPower

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, March 2		Snap a picture of what your typical Wednesday looks like. Are you dropping the kids off at school? Meeting a friend for lunch? Or treating yourself to some “me” time?	<p>We’re halfway to the weekend! 🗓️ This is how I usually spend my Wednesdays. #MyMKLife #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are you doing in the photo? How do you make time to do this? What do you usually do next? How does your Mary Kay business fit into your day?</i></p>
Friday, March 4	Mary Kay® Supreme Hydrating Lipstick	Create a video or Instagram Reels of yourself creating swatches on your arm of the eight shades. Learn how to create an Instagram Reels video here .	<p>Check out these brand-new hydrating hues! 💧 I love all the rich colors. One shade simply isn’t enough! #MKYourPower</p> <p>📞 Which hue is calling your name?</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade(s) have you tried? Describe what you like about the lipstick (color payoff, shine finish, nourishing conditioners, etc.). What other Mary Kay® lip products would you pair to complete your lip look?</i></p>