

MARY KAY®
JANUARY 2022 SOCIAL MEDIA PLAYBOOK
#MKBeautyDetails

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Monday, Jan. 3</p>		<p>Take a photo of your work area and/or desk showing off your stationery, such as a journal, planner, sticky notes or computer.</p>	<p>New year, same me – but better! ✨ I’m setting my priorities and preparing for a fantastic year. I’m ready to rock my goals and my business in 2022! 📅 What are some of your New Year’s resolutions? #MyMKLife #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is your New Year’s resolution? For yourself? For your business? How do you plan to achieve these goals? What are you most looking forward to in 2022?</i></p>
<p>Wednesday, Jan. 5</p>	<p><i>Mary Kay Chromafusion® Eye Shadow in Frozen Iris, Soft Heather, Sunlit Rose and Sweet Plum shades or whichever shades you have on hand</i></p> <p><i>Mary Kay Petite Palette®</i></p>	<p>Take a Boomerang of yourself opening the <i>Mary Kay Petite Palette®</i> and showing the shades and their shimmer.</p>	<p>It’s time for a fresh start! 🎉 This year, I’m taking a seasonless approach to eye shadow with this sublime pairing of Mary Kay Chromafusion® Eye Shadow shades:</p> <ul style="list-style-type: none"> ♥ Frozen Iris ♥ Soft Heather ♥ Sunlit Rose ♥ Sweet Plum <p>What’s your fave shade combo? #MKBeautyDetails</p>

#MyMKLife Social Media Challenge

From Jan. – Feb. 28, you can enter 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!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Jan. 7		Take a photo of yourself and of your most recent order of products. If you have multiple boxes, stack them on top of one another with the <i>Mary Kay</i> ® logo facing the camera.	<p>You can do anything you set your mind to! 💖 I'm so happy I was able to start my own business, and I can decide how it fits into my life. #MyMKLife #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>How do your unit members support you? What ways do they motivate you to work your business full circle? How does it feel to sell products you believe in?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Sunday, Jan. 9	FREE* Limited-Edition* Rose Quartz Roller Gift With Purchase AND <i>Skinvigate Sonic™</i> Skin Care System	Take a short video of yourself cleansing your face with the <i>Skinvigate Sonic™</i> Skin Care System followed by using the rose quartz roller with your choice of serum.	But first, skin care! 🙌 Achieving my skin care goals has never been easier with my skin care companions. 🗣️ What are your skin care goals? #MKBeautyDetails Personalize your post by answering the questions below! <i>How does your face feel after using these tools? How often do you use them? Which serum did you pair with the roller?</i>

MARY KAY® DIGITAL LIBRARY POWERED BY HOOTSUITE AMPLIFY

Digital Assets got an upgrade! 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.

For additional resources on how to get started, scroll down to the Supporting Materials tab to find Frequently Asked Questions and the Videos tab to find more how-to videos.

Mary Kay InTouch® > Resources > Digital Zone > Mary Kay® Digital Library

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Jan. 11</p>	<p><i>TimeWise Repair</i>[®] <i>Revealing Radiance</i>[®] Facial Peel</p>	<p>In bright lighting, take a selfie of yourself holding the product bottle after you applied the peel.</p>	<p>With just 10 minutes twice a week, you can do something wonderful for your skin! 🌟 Thanks to the power of glycolic acid in <i>TimeWise Repair</i>[®] <i>Revealing Radiance</i>[®] Facial Peel, skin's own natural renewal process is enhanced as younger-looking, more radiant skin is revealed. #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is your favorite benefit of the facial peel? How does your skin feel after using it? Which other TimeWise[®] products do you use in your routine?</i></p>
<p>Sunday, Jan. 16</p>	<p>Limited-Edition[†] <i>Mary Kay</i>[®] Intuitive pH Lip Balm in Pink and Berry</p>	<p>Step into bright outdoor lighting or into the sunshine, and snap a selfie.</p>	<p>Subtle, yet stunning! 😊 I am obsessed with this limited-edition pH-reactive lip balm. Both brilliant shades provide a subtle flush of one-of-a-kind color. #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade do you like the best? How does it change after you apply it? What other Mary Kay[®] products would you pair with these?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Jan. 19</p>	<p>Your favorite shea butter <i>Mary Kay</i>[®] products (<i>Satin Lips</i>[®], <i>Satin Hands</i>[®] and <i>Satin Body</i>[®])</p>	<p>Place the shea butter products by your vanity or bathroom counter. Style them with your favorite at-home spa items, such as a face towel or headband.</p>	<p>From head to toe, shea is the way to go! ✨ Treat yourself (and your skin) to an at-home spa day with these nourishing shea butter treasures.</p> <p>👤 How do you incorporate shea into your spa day? #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which products did you choose? What do you like most about them? Describe the textures and scents. How does your skin feel after using them?</i></p>

TIP

Be the first to know about the latest Mary Kay news, resources and events by joining the [My Mary Kay closed Facebook Group!](#) Share your ideas, suggestions and learnings with Mary Kay sales force members in one location. Get connected, and join today!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Jan. 21</p>	<p>Mary Kay® Silky Setting Powder</p>	<p>In bright lighting, take a short video of yourself following the application of the setting powder.</p>	<p>Game. Set. Match. 🎯 The new Mary Kay® Silky Setting Powder makes it easy to sweep on shine-minimizing coverage and natural-looking color correction. #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade are you wearing? How does the powder feel on your skin? Are you wearing any other Mary Kay® products with it? How does it enhance your look?</i></p>
<p>Monday, Jan. 24</p> <p>National Compliment Day</p>		<p>Visit the Holiday/Seasonal Topic in the Mary Kay® Digital Library Powered by Hootsuite Amplify to download, share or schedule an animation for the holiday!</p>	<p>Share the love! ❤️ Compliments are a wonderful way to brighten someone's day. 😊 Drop a comment on this post so I can compliment YOU! #NationalComplimentDay #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>How do you like to give compliments? In person? Through text? In a handwritten note? Share one of the most memorable compliments you've received and why it means so much to you! If possible, tag the person who gave it to you.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Jan. 27</p>		<p>Snap a photo of yourself and your team, or take a selfie with a fellow Beauty Consultant.</p>	<p>It's always better together! 🧑‍🤝‍🧑 I'm so thankful for the support I receive from my amazing team. They encourage me to be who I want to be! #MyMKLife #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Who is pictured in the photo with you? How have they helped you grow as a business owner? What do you enjoy most about having your own business?</i></p>

WHAT'S NEW?

No need to feel overwhelmed during busy times! Learn tips and tricks on how to stay active during peak times of the year by following these six steps to [maximize your business on social media!](#)

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, Jan. 29		Visit the Tech Tools Topic in the <i>Mary Kay</i> [®] Digital Library Powered by Hootsuite Amplify to download, share or schedule an animation or graphic of the new <i>Mary Kay</i> [®] App.	Explore your beauty options! 🏠 With the new <i>Mary Kay</i> [®] App, you can uncover your own customized skin care routine. After creating your Beauty Profile, you'll receive the perfect product recommendations from me or your Independent Beauty Consultant. 😊 No more guessing which cleansers, moisturizers and targeted beauty solutions are right for you! #MKBeautyDetails
Monday, Jan. 31	<i>TimeWise Miracle Set 3D</i> [®]	In bright lighting, take a photo of the set styled next to a toiletry bag, such as the <i>Mary Kay</i> [®] Travel Roll-Up Bag or special-edition [†] <i>Mary Kay</i> [®] Travel Color Bag.	The <i>TimeWise Miracle Set 3D</i> [®] is above the rest! ☆ It has everything you need to defend, delay and deliver for younger-looking skin. #MKBeautyDetails Personalize your post by answering the questions below! <i>Which skin type do you have (normal/dry or combination/oily)? What are a few results you've experienced from using this set? Who would you recommend this set for?</i>

†Available while supplies last

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

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GET READY FOR FEBRUARY!

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

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>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, Feb. 6</p>	<p>Mary Kay® Micellar Water</p> <p>AND</p> <p>Mary Kay® Hydrogel Eye Patches</p>	<p>Visit the Skin Care Topic in the Mary Kay® Digital Library Powered by Hootsuite Amplify to download, share or schedule your image!</p>	<p>Need a quick refresher? 🔄 These two speedy superstars help make “me” time a lot easier to find. #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><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></p>