

MARY KAY®

JULY 2021 SOCIAL MEDIA PLAYBOOK

#MKMustHaves

| DATE | PRODUCTS | PHOTO / VIDEO | CAPTION |
|---|--|--|---|
| <p>Sunday, July 4</p> <p>Fourth of July</p> | <p><i>TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen*</i></p> <p>AND</p> <p><i>White Tea & Citrus Satin Lips® Shea Butter Balm</i></p> | <p>Take a photo of the Day Cream SPF 30 Broad Spectrum Sunscreen* and Shea Butter Balm with your sunglasses (or hat) and pool/beach towel taken outside or next to pool.</p> | <p>Sun's out, fun's out! ☀️ Don't forget to protect and moisturize your skin this holiday weekend.</p> <p><i>(How are you protecting your skin from the sun by using these products? How often do you apply them throughout the day? What other steps do you take to protect your skin?)</i></p> <p>What's your favorite way to protect your skin? #MKMustHaves</p> |
| <p>Tuesday, July 6</p> | <p>Your favorite <i>Mary Kay®</i> lipstick</p> <p>OR</p> <p><i>Mary Kay Unlimited™ Lip Gloss</i></p> | <p>Take a Boomerang blowing a kiss into the camera wearing your choice of lipstick or lip gloss.</p> | <p>Matte or gloss, be a boss! 💋</p> <p>There's no such thing as having too many lip colors.</p> <p><i>(What is your go-to shade? Do you like to go bright and bold or stick to neutral tones?)</i></p> <p>Comment below with YOUR current go-to lipstick or lip gloss! #MKMustHaves</p> |

WHAT'S NEW?

Parts 1 and 2 of [How to Create an Instagram Reel](#) are out now! Learn how to create a Reel using video footage recorded on your phone AND in the Instagram app. Reels are a great way to capture short video clips to create awareness about *Mary Kay*® products or about your #MyMKLife!

Mary Kay InTouch® > Resources > Digital Zone > Social Media Central > Videos

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|----------------------|--|--|---|
| Thursday, July 8 | <i>Mary Kay</i> ® Micellar Water | Take a selfie with the <i>Mary Kay</i> ® Micellar Water by your face. Be sure to wear a bright smile to express your enthusiasm! | Clean skin is always in style! This is how I like to use <i>Mary Kay</i> ® Micellar Water. <i>(When do you implement this product in your skin care routine? Morning or night? Do you use it to double cleanse?)</i> #MKMicellarWater #MKMustHaves |
| Saturday, July 10 | Special-Edition [†] <i>Mary Kay</i> ® Travel Color Bag AND <i>Mary Kay</i> ® color products like mascara, CC Cream*, blush, foundation, eyeliner, lip gloss. | Take two photos: 1. Travel bag in your open suitcase, ready for vacation. 2. Your color products, like mascara, eyeliner, blush, foundation, etc., inside the travel bag | Pack your bags, and explore in color! 🧳🌈 <i>(Do you have vacation plans? If so, what are your favorite color “essentials” to pack? Do you like to create more natural looks on vacation or go full glam?)</i> What’s your next travel destination? #MKMustHaves |

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| Monday, July 12 | Limited-Edition [†] <i>Mary Kay</i> [®] Body Care Set In Sparkling Cherry | Take a Boomerang, moving lotion in and out from the camera. Next, take a second Boomerang spraying the mist for a double feature post of this iconic duo. | Put the cherry on top of your self-care routine! 🍒 I love how amazing this set smells! It's cherrific for self-care or the perfect gift for a friend. #MKMustHaves |
| Wednesday, July 14 | <i>TimeWise</i> [®] Ultimate <i>Miracle Set 3D</i> [™] | Take a video or Reel using products in your skin care routine. Show products to camera and then apply. | My skin care routine wouldn't be complete without the <i>TimeWise</i> [®] Ultimate Miracle Set 3D [™] , which includes: <ul style="list-style-type: none"> 🕒 <i>TimeWise</i>[®] Age Minimize 3D[®] 4-in-1 Cleanser 🕒 <i>TimeWise</i>[®] Age Minimize 3D[®] Day Cream SPF 30 Broad Spectrum Sunscreen 🕒 <i>TimeWise</i>[®] Age Minimize 3D[®] Night Cream 🕒 <i>TimeWise</i>[®] Age Minimize 3D[®] Eye Cream 🕒 <i>TimeWise</i>[®] Microdermabrasion Refine 🕒 <i>TimeWise</i>[®] Pore Minimizer <p><i>(What do you like most about your skin care routine and each of these products? Does your skin feel moisturized? How does your skin feel after using these products?)</i></p> #MKMustHaves |

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| Friday, July 16 | Special-Edition [†] MKMen [®] Beard Oil | Take a photo of the Beard Oil in your hand with your skin care products in the background. | I have my skin care routine, so now it's time to get my partner on his. This special-edition MKMen [®] Beard Oil conditions and softens facial hair. It's just the addition his routine needs! 👤 #MKMustHaves |
| Tuesday, July 20 | <i>Botanical Effects[®]</i> Regimen | Take a video or Reel showing your morning skin care routine and a day in your life as an Independent Beauty Consultant. | Don't you love when something just fits? ❤️ From my skin care routine to my Mary Kay business – I love how Mary Kay fits perfectly into my busy life! <i>(Show your customers what it's like to live a morning in your #MyMKLife. What does your morning skin care routine look like? How do you fit your Mary Kay business into your day? Explain how It Just Fits.)</i> #MyMKLife #MKMustHaves |

TIP

We love to see you earn your prizes and Mary Kay Career Cars for building and leading successful Mary Kay businesses, but posts regarding how much you earn, even if accurate, or posts about how much someone else could earn with a Mary Kay business must not be shared on social media. Posts about prizes, Mary Kay Career Cars or how much you earn with your Mary Kay business should never be abstract or ambiguous. To stay clear from any violation, revisit [Social Media Guidelines](#) on *Mary Kay InTouch[®]*.

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| Thursday, July 22 | <p><i>Lash Love</i>® Waterproof Mascara</p> <p>AND</p> <p><i>Mary Kay</i>® CC Cream Sunscreen Broad Spectrum SPF 15*</p> | Take a selfie outside showcasing your beautiful face and eye lashes! | <p>Got sunshine on my mind! ☀️ I'm enjoying summer so far with my go-to outdoor products.</p> <p><i>(On which occasions do you use the Lash Love® Waterproof Mascara and Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*? Do you use them for a pool day or a summer night out?)</i></p> <p>What are you most excited to do this summer? #MKMustHaves</p> |
| Monday, July 26 | <p><i>Mary Kay</i>® Matte Lipstick in Paparazzi Pink</p> | Snap a photo of lipstick next to your makeup tote or vanity. | <p>A little lipstick goes a long way! 🗄️ <i>Mary Kay</i>® Matte Lipstick in Paparazzi Pink completes any outfit. 💄</p> <p><i>(When do you like to wear lipstick? When you're having a fun night out or a girls' night in? How does lipstick help add the final touch to your look?)</i></p> <p>#MKMustHaves</p> |

TIP

Your Instagram business profile bio can be essential in attracting new customers. Learn the six steps in optimizing your business profile bio to help captivate new customers today by visiting Social Media Central on *Mary Kay InTouch*® under Supporting Materials.

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| <p>Friday, July 29</p> <p>National Lipstick Day</p> | <p>Any regular-line <i>Mary Kay</i>[®] lipstick</p> <p>OR</p> <p><i>Mary Kay</i>[®] Matte Lipstick in Paparazzi Pink</p> | <p>First, take a selfie of you wearing lipstick. Then take another picture holding the lipstick tilted to the camera.</p> | <p>Lipstick speaks louder than words. 🗨️ Whether sheer and light, dark or bright, today we celebrate all kinds of lipsticks!</p> <p><i>(What's your current favorite Mary Kay[®] lipstick? What's your favorite Mary Kay[®] lipstick of ALL time? How does wearing lipstick make you feel? Confident? Empowered? Beautiful?)</i></p> <p>#NationalLipstickDay #MKMustHaves</p> |

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†Available while supplies last

*Over-the-counter drug product