






MARY KAY®

JULY 2022 SOCIAL MEDIA PLAYBOOK

#MKBEAUTIFULMOMENTS

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, July 2	<i>Mary Kay Chromafusion®</i> Blush in Rosy Nude <i>Mary Kay Chromafusion®</i> Eye Shadow in Golden Mauve <i>Mary Kay®</i> Eyeliner in MK Black <i>Lash Love®</i> Mascara in I ♥ black <i>Mary Kay Chromafusion®</i> Contour in Latte <i>Mary Kay®</i> Gel Semi-Matte Lipstick in Mauve Moment	Re-create the makeup artist look: Matte Cloud Makeup. Then snap a selfie of the final look. Follow along in a short tutorial on marykay.com .	My head is in the clouds with this dreamy Matte Cloud Makeup look! ☁️ #MKBeautifulMoments Personalize your post by answering the questions below! <i>What do you like about this subtle makeup look? How long did it take you to re-create it? What level of expertise would you say it requires (beginner, intermediate, expert)? Call out one or two of the Mary Kay® products and shades you used. When would you wear this look (workday, virtual party, dinner with friends, etc.)?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, July 4</p> <p>Fourth of July</p>		<p>Take a photo of how you are celebrating the holiday!</p>	<p>I'm starting my week off with a spark! 🌟 I love the flexibility that comes with running my Mary Kay business. I can celebrate any and every holiday, even the ones that fall on a Monday! #MyMKLife #MKBeautifulMoments #FourthOfJuly</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are you doing in the photo? How does the flexibility of running your own business allow you to celebrate holidays like these?</i></p>
<p>Thursday, July 7</p>	<p>Mary Kay® Instant Puffiness Reducer</p>	<p>In bright lighting, take a Boomerang or photo holding the Instant Puffiness Reducer in your hand. If you take a Boomerang, move the product from side to side for extra fun!</p> <p>OR</p> <p>Visit the Mary Kay Opportunity Topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image featuring the Instant Puffiness Reducer.</p>	<p>I know that seeing is believing! 😍 One of my favorite parts of #MyMKLife is helping others find products that deliver real results. #MKBeautifulMoments</p> <p>Personalize your post by answering the questions below!</p> <p><i>What results have you experienced with this product? Describe how they make you feel (more beautiful, confident, etc.). How does this boost empower you to work your business? What is another Mary Kay® product you recommend?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Sunday, July 10		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.	Wish It to Win! Here's how you can enter the <i>Mary Kay</i> ® App Wish List Contest:  Download the <i>Mary Kay</i> ® App.  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 a \$50 Visa gift card. #MKBeautifulMoments
Wednesday, July 13	<i>Mary Kay</i> ® Liquid Eye Shadow	Take a short video or Instagram Reel of how you like to apply the Liquid Eye Shadow. Show the techniques and tips you use to create your unique eye looks.	Creativity and color go a long way! 🐼 Here's how I like to apply these stellar shades. #MKBeautifulMoments Personalize your post by answering the questions below! <i>Which shade(s) are you wearing? Describe the technique and tools you used to apply. Did you pair the Liquid Eye Shadow with any other <i>Mary Kay</i>® eye products? Be sure to share any tips you have!</i>

TIP

Sharing before-and-after photos is a great way to show your existing and potential customers the amazing results of *Mary Kay*® products. But it's important to get the basics down before you pick up the camera! Learn practical, easy-to-follow tips on how to take before-and-after photos in this [short tutorial](#). When you're ready to snap your results, tag @MaryKayUS and use the hashtag #MKBeforeAndAfter!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, July 15	<p>White Tea & Citrus <i>Satin Body</i>[®] Revitalizing Shea Scrub</p> <p>White Tea & Citrus <i>Satin Body</i>[®] Indulgent Shea Wash</p> <p>White Tea & Citrus <i>Satin Body</i>[®] Silkening Shea Lotion</p>	<p>Style and snap a picture of these three luxuries next to your bubble bath, next to your vanity or on your bathroom countertop.</p>	<p>This pampering trio has me in full-body bliss! 🧖‍♀️ Each product is infused with rich shea butter, which helps maintain the skin's natural barrier. #MKBeautifulMoments</p> <p>Personalize your post by answering the questions below!</p> <p><i>When do you like to use these products to pamper yourself? How does your skin feel afterward? Describe the White Tea & Citrus scent. Who would enjoy receiving these as gifts?</i></p>
Monday, July 18	<p>Mary Kay[®] eye products such as:</p> <p><i>Indulge</i>[®] Soothing Eye Gel</p> <p>Mary Kay[®] Hydrogel Eye Patches</p> <p><i>TimeWise</i>[®] Firming Eye Cream</p> <p><i>TimeWise</i>[®] Age Minimize 3D[®] Eye Cream</p> <p><i>TimeWise Repair</i>[®] Volu-Firm[®] Eye Renewal Cream</p> <p>Mary Kay[®] Instant Puffiness Reducer</p>	<p>Create an Instagram Reel with short snapshots of each product. You can show the product on your face or show the tube to the camera in each clip. Be sure to include the product names in your video!</p> <p>Not sure how to get started in creating a Reel? Watch this short tutorial.</p>	<p>New to eye care? 🧖‍♀️ Join me as I go through my must-have Mary Kay[®] eye care products. #MKBeautifulMoments</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which eye products are you featuring? When do you incorporate them into your daily skin care routine? Share a few benefits for each product. You can reference the Eye Product Comparison Chart on Product Central.</i></p>

MARY KAY U.S. WANTS TO SEE YOU!

We know you're as excited as we are for Seminar 2022! Don't forget to use #MKSeminar2022 when posting your spectacular Seminar content. Attending Seminar 2022 in person? Be sure to stop by the social media booth in Expo to pick up the Seminar social media scavenger hunt flier. We can't wait to see you!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, July 21		Post a photo with one of your Mary Kay team members.	<p>The best memories are shared with others! ❤️ I'm so thankful for the opportunity I have to lead with love. #MyMKLife #MKBeautifulMoments</p> <p>Personalize your post by answering the questions below!</p> <p><i>How has your Mary Kay business empowered you to become a leader? Share how you motivate your team members to set and achieve their life goals. What's a goal you have for Seminar 2023?</i></p>

WHAT'S NEW?

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

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, July 26</p>	<p>Limited-Edition† <i>Mary Kay</i>® Gel Cream Blush</p> <p><i>Mary Kay</i>® Cheek Brush</p> <p><i>Mary Kay</i>® Blending Sponge</p>	<p>Snap three images: one applying the Gel Cream Blush with your fingertips, another using the Cheek Brush and the third using the Blending Sponge.</p>	<p>I love how blush makes my look come together! Here are three different ways you can apply Gel Cream Blush:</p> <ul style="list-style-type: none"> 👉 Use your fingertips for a fresh flush. 🖌️ Use a cheek brush for less intensity. I like to use the <i>Mary Kay</i>® Cheek Brush. 🧽 Use a damp blending sponge for a subtle glow. The <i>Mary Kay</i>® Blending Sponge is perfect for a flawless finish. #MKBeautifulMoments <p>Personalize your post by answering the questions below!</p> <p><i>When do you like to wear this product? How do you like to apply it? Describe the glow you achieve. Do you layer anything else onto it? Who do you think would love this product?</i></p>
<p>Friday, July 29</p> <p>National Lipstick Day</p>	<p><i>Mary Kay</i>® Supreme Hydrating Lipstick</p>	<p>Take a selfie with your favorite shade of Supreme Hydrating Lipstick.</p>	<p>Lipstick never goes out of style! 🗨️ I'm celebrating #NationalLipstickDay with this supreme shade. #MKBeautifulMoments</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade are you wearing? Why is it your favorite? How does it reflect your style? Tag a few of your customers and ask them to share their favorite shade.</i></p>

†Available while supplies last

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GET READY FOR AUGUST!

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

MARY KAY®

AUGUST 2022 SOCIAL MEDIA PLAYBOOK #MKFALLFORALL

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, Aug. 3		Snap a photo of what your summer has looked like. Are you working? On vacation? Spending time with your family?	<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>
Saturday, Aug. 6	<i>TimeWise Miracle Set 3D®</i>	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>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>