Legal Guidelines For Social Media

These principles will **EDUCATE** and **EMPOWER** you to navigate social media in compliance with your Mary Kay agreement(s). With these guiding principles, you can engage with your current and prospective customers using social media while you **PROTECT** the Mary Kay brand, your business and the Mary Kay opportunity.

IMPORTANT: SOCIAL MEDIA PLATFORM RULES

It is important that you read and comply with the community standards and related policies of any social media platform you use before posting about your Mary Kay business. The community standards and related policies for each social media platform (e.g., Facebook, Instagram, TikTok, YouTube, X, etc.) can differ greatly and can frequently change. Therefore, it is important to review and understand the platform's community standards and related policies to prevent the platform's administrators from removing your page or profile.

PROTECT THE BRAND

Intellectual Property ("IP") generally means anything related to a company or individual brand including, but not limited to, trademarks (e.g., MARY KAY, MK, Nike, Coca Cola, Apple), trade names and copyrights (e.g., Company-created imagery, designs, etc.).

Independent Beauty Consultants, Independent Sales Directors and Independent National Sales Directors are only permitted to use Mary Kay IP in a limited manner as outlined in your independent sales force agreement(s).

On social media, you CAN:

- Use Company-approved imagery that can be found in the digital library or that is available through the "SHARE" or "REPOST" feature of official Company social media channels without modifying or altering the images.
- Create your own original content featuring *Mary Kay*® products (e.g., makeup tutorial videos, GRWM, "What is in my purse?").
- Use AI to update the background of your photos, add creative effects to your videos or write a caption for a post.

With this in mind, you are not permitted to use Company IP in any of the following ways:

- **Do not name social media pages, groups, or accounts using the Mary Kay or MK trade name.** Simply put, do NOT include "Mary Kay" or "MK" in your social media profile name or handle.

- **Do not use Mary Kay photos, videos, or other assets found outside the official digital library or that do not have the option to "SHARE" or "REPOST" (including screenshots from MaryKay.com or other Company channels).** Using unapproved content can put you and the Company at risk of legal action because these assets often have limited usage rights. Usage rights are simply the permissions that explain how and where a piece of content can be used.
- **Do not alter or modify any Company-created assets.** The company may develop customizable templates for use by the sales force. These materials will explicitly indicate if customization is permitted.
- **Do not post screenshots or screen-recorded videos** from Company sources.
- **Do not create AI generated images** of the products, packaging, logos, the Mary Kay trade name or Mary Kay Ash.

Just as Mary Kay values and protects its intellectual property, other brands and public figures do the same. Here are some best practices for you to keep in mind:

- **Avoid using images or videos from outside sources**—such as those created by other Independent Beauty Consultants, other companies, or found online—unless you have explicit written permission or are using the platform's native sharing or reposting features, which preserve original attribution.
- **Refrain from using or creating AI generated content of third parties' names, images, or likenesses such as a celebrity** in ways that could imply an endorsement or affiliation with your Mary Kay business or the Mary Kay organization.

***Best Practice!* Correctly describe your independent relationship with Mary Kay:**
Clearly state your role as an independent entrepreneur in your social media **About** section or **Bio** to assist both in the platforms' search and discovery feature and to allow consumers to accurately understand your affiliation with Mary Kay.

Examples of appropriate descriptions in the **About** section or **Bio** of your social media profile include:

- Mary Kay Independent Business Owner
- Mary Kay Entrepreneur
- Mary Kay Independent Beauty Consultant
- Mary Kay Independent Sales Director
- Mary Kay Independent National Sales Director

Pro Tip: In addition to describing your relationship, the **About** section or **Bio** of your profile is a great place to display your personal Mary Kay MyShop link and/or other Mary Kay digital tool links.

Artificial intelligence (AI) can be a great creative tool for your Mary Kay business. Used thoughtfully, AI can save you time and spark new ideas. Used carelessly, it can put you, your business, and the Mary Kay brand at legal and reputational risk. AI should support your authentic voice and experience, not replace them or create a misleading impression. The guidance below spells out exactly where AI fits into your business and where it doesn't. A simple rule of thumb, ask yourself: Does this use of AI make my content more authentic, or less? If the answer is "less," leave AI out of it.

- Use AI to brainstorm captions, posts and content ideas.
- Use AI to create backgrounds, lighting effects and creative touches for your photos and videos.
- Do not use or create AI generated images of the products, packaging, logos, the Mary Kay trade name or Mary Kay Ash.
- Do not use or create AI-generated content featuring the names, images, or likenesses of third parties, including celebrities.
- Do not use AI to enhance, alter, or generate before-and-after images or other content that demonstrates the benefits of Mary Kay® products.

PROTECT THE BUSINESS MODEL

Mary Kay is a direct sales model, which simply means our products are sold by Independent Beauty Consultants directly to their customers. It's all about personal, one-on-one connections—outside of traditional retail spaces.

Social media is a fantastic tool to help support these personal connections. Use it to chat or direct message with your customers, share beauty tips, promote products and highlight Mary Kay's amazing community via posts, videos or LIVE streams and guide them to your personal Mary Kay MyShop to purchase products.

With this in mind, you should avoid the following:

- Promoting or selling Mary Kay® products through social media marketplaces (e.g., Facebook Marketplace, TikTok Shop). These marketplaces are not about personal connection or relationships and fall outside of our direct sales distribution model.
- Promoting or selling Mary Kay® products on retail or auction websites (e.g., Amazon, eBay, Walmart, Poshmark, etc.)
- Promoting or selling Mary Kay® products on social media selling sites such as buy, sell and trade pages (e.g., local garage sale pages).

Pease note: The sale or supply of Mary Kay® products through unauthorized channels violates the Mary Kay Independent Beauty Consultant Agreement(s) and is subject to termination.

PROTECT CONSUMERS

Mary Kay is committed to consumer protection. Federal and state consumer protection laws prohibit misleading, inaccurate or untrue statements. Independent Beauty Consultants are encouraged to proudly share their personal experiences with Mary Kay® products and their businesses; however, those stories must align with federal regulations and Mary Kay's guidelines on earnings and product claims. Every claim—whether shared by the Company or an Independent Beauty Consultant—must be truthful, accurate and supported with evidence. This protects consumers and reinforces trust in the Mary Kay brand and in the Independent Sales Force.

With this in mind, you should avoid the following:

- **Publishing unsubstantiated PRODUCT CLAIMS online or on social media.**
  - You should only use the exact support claims published by the Company which are available in product fact sheets found on Mary Kay InTouch® or on marykay.com.
  - Unsubstantiated claims that have not been tested and supported by the Company could open the door for federal regulators to take legal action against you and/or the Company.
  - You should always be truthful and transparent about product benefit results. To that end, posts showing the benefits (e.g. before & after images) of Mary Kay products must be unfiltered and should not be enhanced, altered or generated using AI or other editing tools. Edited or enhanced images related to product benefits and results may be considered deceptive advertising.

- **Publishing EARNINGS CLAIMS (expressed or implied) online or on social media.**
  - You should not publish or share content regarding how much you earn (even if accurate) or how much someone else could earn with a Mary Kay business.
  - This information should be shared one-on-one via private mediums like a conversation or a direct message.
  - Earnings claims that could be considered misleading could open the door for federal regulators to fine or take legal action against you and/or the Company.

Do-Not-Use Terms and Safer Alternatives

Consumer protection agencies are actively monitoring online income and lifestyle claims more aggressively than ever, and they're quick to act when something crosses the line. Certain words and phrases have been singled out as high-risk because they can easily be viewed as misleading or non-compliant. **To help protect yourself, your business, and the Mary Kay Opportunity, the following terms and phrases in the left-hand column should be avoided entirely when promoting the Mary Kay opportunity on social media or anywhere online:**

DO NOT USE THE FOLLOWING:	SAFER ALTERNATIVES
FINANCIAL	
Financial Autonomy Financial Flexibility Financial Freedom Financial Independence Financial Security Financial Stability Financial Success	Extra Earning Potential Extra Earnings Additional Revenue Extra Income Opportunities Extra Income
DEBT	
Debt Free Pay off Debt Paid student loans	Extra income Extra Earning Potential Extra Earnings Additional Revenue Extra Income Opportunities
CAREER	
Be your own boss Career change Fire your boss Full-time career Open-ended opportunity Quit college Quit school Quit your job Replace a job Retire Unlimited opportunity	Be an entrepreneur Business opportunity Entrepreneurial Venture Extra income Flexible Opportunity Flexible work Side gig Side hustle Extra Earning Potential Extra Earnings Additional Revenue Extra Income Opportunities
INCOME	
Career income Disposable income Dollar amounts Duplicate your income Executive income Full-time income	Additional income Extra income opportunities Extra income potential Supplemental Income Side Income Extra Income

Guaranteed income Limitless Earning Potential Lucrative Income Passive income Permanent income Replace your income Residual income Significant earning potential Six-figure income Top 5% income Unlimited income potential	
LIFESTYLE	
Diamonds Free trip/vacation Images of money Million dollars Riches	Time Flexibility Rewards for hard work (Incentive trips and rewards disclosure required in caption)
CAR	
Driving Free Free Car Free pink car No car payment Won a car	Earned the use of career car (Career car disclosure required in caption)

Career Car Do's And Don'ts: To provide better transparency and context to consumers about the Mary Kay Career Car program and/or earning the use of a Career Car, use the guidance below to create compliant posts that aim to avoid unwanted legal or regulatory attention while at the same time allowing you to share the great news on social media.

IMPORTANT: When posting an image or mentioning the Career Car, regulatory bodies require the following disclosure statement in its entirety in the **CAPTION** of your post.

> **Only the top 1% of the Mary Kay independent sales force members earn the use of a Mary Kay Career Car through their Mary Kay businesses. To learn more about the Career Car Program visit https://www.marykay.com/en/career-cars.html.**

DO

- Emphasize that you **EARNED THE USE** of a Career Car.
- **CONTEXT IS KEY.** Consider talking

DON'T

- Don't refer to Career Cars as "free" or having "won."
- Don't mention a car payment or the cost or

about how long you have been in business and how much work and dedication it took to earn the use of the Career Car.

- Add the disclosure statement in the caption of the post.

value of the car.

- Don't use images or words that could lead your audience to believe that a Career Car is something guaranteed or easily achieved by starting a Mary Kay business.
- Don't add the disclosure in the comments.

Incentive Trips and Rewards Posts: For the same reasons outlined above, posts that portray the earning of incentive trips or other significant rewards should include the following disclosure in the **CAPTION**:

> **Only the top 1% of the Mary Kay independent sales force members earn an invitation to the top director trip, NSD trip or earn Seminar recognition and prizes.**

PROMOTING YOUR BUSINESS

What can you share about your Mary Kay business on social media? The answer is ***a lot***!!!

On Social Media you can:

- Show the love of Mary Kay® products and enthusiasm about your Mary Kay business.
- Show the services you provide as an Independent Beauty Consultant.
- Show product-related events such as beauty parties and classes.
- Show product gifting ideas.
- Show how your Mary Kay business fits your life.
- Share that there is up to a 50% profit potential on everything you sell at suggested retail price as an active* Independent Beauty Consultant.
- Share your experience at Mary Kay special events.
- Invite followers to learn more about the product or Mary Kay.
- Include suggested retail price and Company-approved promotions when sharing Mary Kay® products. Consider sharing discounts or special offers through direct or private communications to create a more personalized experience for your customers.
- Include a link to your online MyShop or invite followers to message you directly.

Remember when communicating online, nothing is truly private, and each post or message becomes a documented record. Posting content that could be construed as offensive, controversial, distasteful, or damaging to the reputation of the Company's brand should not be posted and constitutes a violation of the terms of your Mary Kay agreement(s). Such content may also negatively impact the reputation of your business.

Promoting Other Businesses: Do not sell or promote non-Mary Kay products or services on your social media pages if they fall into one of the following categories:

- Recruiting for another direct sales opportunity.
- Business coaching, services, tools, books, planners, etc. related to running a Mary Kay business.
- Products or services that pose reputational or brand issues.

Paid Ads / Sponsored Ads: To start using paid social media ads, you must agree to the Boosting and Paid Advertisements on Social Media Terms and Conditions available on Mary Kay InTouch®. Currently, the Company only allows you to use its intellectual property and brand for paid ads on Meta (i.e., Facebook and Instagram).

The content should be limited to the promotion of:

- Mary Kay® products;
- Promotion of YOUR services as an Independent Beauty Consultant;
- Events about products; and
- Gifting ideas using Mary Kay® products.

IMPORTANT: Avoid using paid or sponsored ads for team-building messages.