

NEW MARY KAY® SKIN CARE LINE

*Skin Care Essentials That Help
Maintain Clean, Healthy Skin*



INDEPENDENT BEAUTY CONSULTANTS

action plan

Mary Kay is so excited to introduce the **NEW** Mary Kay® Skin Care line, launching during the summer promotional period. These essential products address all skin types, including sensitive skin. Plus, both the cleanser and moisturizer are available in hydrating and mattifying formulas. This new skin care line is perfect for those looking for a **simple skin care** regimen, but who are not yet ready for age-defying products.

With the launch of *Mary Kay*® Skin Care, the *Botanical Effects*® Regimens will be discontinued. This gives you a great opportunity to connect with your current *Botanical Effects*® customers to let them know about the **NEW** *Mary Kay*® Skin Care line. It also can help you to **expand your customer base to a new generation of customers who are looking for skin care essentials to help maintain clean, healthy skin.**

This Action Plan offers practical tips and suggestions that can:

- ▶ Help you continue to maximize your sales of *Botanical Effects*® products (skin care products in pink and green or green and white packaging) as you transition your customers to the **NEW** *Mary Kay*® Skin Care line or to other *Mary Kay*® skin care products and regimens appropriate for their skin care needs.
- ▶ Help you strategize ways to reach a new target market of younger customers who are not yet ready for age-defying skin care. This could translate to more customers and more sales!

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START TO STRATEGIZE. (February 2024)

- ▶ **Review the new education and marketing support materials** on *Mary Kay InTouch*® to familiarize yourself with the new products. More support materials will be added as we get closer to the launch date.
- ▶ Evaluate your current inventory of *Botanical Effects*® products, and **create a strategy for selling through your inventory and fulfilling reorders** until the launch of the NEW *Mary Kay*® Skin Care line. Below are some suggestions you can include in your strategy:
 - Create promotions to help you sell through your current inventory of *Botanical Effects*® products. Here are some ideas to consider:
 - Complete a Power Start (30 faces) every month until the launch of the NEW *Mary Kay*® Skin Care line.
 - Offer a gift with purchase for every sale of *Botanical Effects*® products until the NEW *Mary Kay*® Skin Care line launches.
 - Offer a special hostess reward for prebooking *Mary Kay*® Skin Care line parties.
- ▶ **Consider how to transition your current *Botanical Effects*® customers** to different regimens or skin care products. Who should be kept on a basic regimen, such as the NEW *Mary Kay*® Skin Care line, and who needs to upgrade to an age-defying regimen, such as *TimeWise*® *Miracle Set*® or *TimeWise Repair*®? It could be helpful to ask your customers about their skin care needs and if anything has changed when you are booking appointments before the launch. Make a list!
- ▶ **Start identifying customers** who may benefit from the NEW *Mary Kay*® Skin Care line:
 - Current Customers:**
 - **Younger customers new to skin care** looking for a simple start when it comes to creating healthy skin habits.
 - **Previous *Botanical Effects*® customers** who are interested in a similar routine that's gentle, effective and suitable for sensitive skin.

Important Note:

You will want to keep your existing *TimeWise*® *Miracle Set*® and *TimeWise Repair*® customers on their current skin care regimens because of key age-defying benefits.

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START TO STRATEGIZE. (February 2024), *cont.*

New Younger Customers:

The NEW *Mary Kay*® Skin Care is a great line of products you can use to **reach and develop a new base of younger customers**. This could lead them to become Mary Kay brand-lovers and loyal customers as their beauty needs evolve! Here are a few ideas to help you reach out to these younger customers:

- **Meet them where they are.** Since their paths to purchasing beauty products often include following popular trends and content creators on TikTok and Instagram, consider using these social media platforms to market the NEW *Mary Kay*® Skin Care line to them.
 - Create a plan **to promote the NEW *Mary Kay*® Skin Care line on your social media channels** when it launches. Use #MyMKSkin on informational (not commercial) social media posts that include skin care products.
 - Are you new to Instagram and TikTok? Check out the **MKConfident™ [Social Media Savvy modules](#)** to get started, and take advantage of these platforms to learn how to connect with a new audience.
- ▶ **Attend your Independent Sales Director's unit meetings** to learn all the key details about the NEW *Mary Kay*® Skin Care line. This is also a good venue to **ask any questions you may have** about the new products, about the target customers for the new skin care line, as well as about how to help transition your current *Botanical Effects*® customers to different regimens.

CONTINUE TO IMPLEMENT THE STRATEGY. (April 2024)

- ▶ **Continue to implement the strategy** that you came up with for your personal business.
 - ▶ **Revisit *Mary Kay InTouch*®**, and review any education and marketing support materials that the Company may have added since you last visited the webpage.
 - ▶ **Review and determine which of the selling and party materials** you currently use will need to be replaced with the latest materials that include the NEW *Mary Kay*® Skin Care products. This could include both print and digital materials, such as the Flip Chart, the *Beauty Book*, Beauty Profile and closing set sheets.
- (Note: Selling and party support materials will be updated by the time the NEW *Mary Kay*® Skin Care line launches.)*
- ▶ **Revisit the customer groupings you created earlier, and start prebooking them** for parties and/or appointments. Use the well-thought-out strategy that you came up with to approach each customer group for maximum effectiveness.
 - ▶ **Sell through your remaining inventory** of *Botanicals Effects*® products.

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STAY IN THE KNOW. (Summer promotional period 2024)

- ▶ **Go to *MKConfident*™ and complete the *Mary Kay*® Skin Care line module** to learn more about the NEW *Mary Kay*® Skin Care line.
- ▶ **Stay connected to the Company communication channels** for more information about the exciting NEW *Mary Kay*® Skin Care line launch.

AFTER THE MARY KAY® SKIN CARE LINE LAUNCHES.

- ▶ **Consider creating content to market the NEW *Mary Kay*® Skin Care line on your social media channels**, especially Instagram and TikTok. Share your personal testimonials or your customers' testimonials (with their permission). This approach provides a genuine perspective of the new line – and the next generation prefers real, relatable content!
- ▶ **Remember to leverage the images** in the Digital Image Library and the post ideas in the Social Media Playbook.
- ▶ **Create conversations with your followers** by engaging with their comments and replying in a timely way. This may lead to bookings and purchases!

For more information, strategies and tips to help with launching the NEW *Mary Kay*® Skin Care line, please visit *Mary Kay InTouch*®.