

MARY KAY®

# MAY 2022 SOCIAL MEDIA PLAYBOOK

## #MKBeautifulMoments

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, May 2  Teacher Appreciation Week		Visit the <a href="#">Holiday/Seasonal Topic</a> in the <i>Mary Kay</i> ® Digital Library powered by Hootsuite Amplify to download, share or schedule your image to honor the teachers in your life.	It's Teacher Appreciation Week! 🙏 The influence of a great teacher can never be erased. #MKBeautifulMoments  <b>Personalize your post by answering the questions below!</b>  <i>Tell us about your favorite teacher. What is something you learned from her or him? If you have family, friends or customers who are teachers, tag them in your post.</i>
Wednesday, May 4	<i>Mary Kay</i> ® Micellar Water  <i>Mary Kay</i> ® skin care regimen	Snap a photo of the Micellar Water styled next to your <i>Mary Kay</i> ® skin care regimen.	I don't know about you, but I double cleanse for the win! 🙏 #MKBeautifulMoments  <b>Personalize your post by answering the questions below!</b>  <i>When do you typically double cleanse your skin (after a long day or night out, etc.)? How does your skin feel after the two-step routine? Which <i>Mary Kay</i>® cleanser do you use after the Micellar Water? What skin type do you have?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, May 7		Snap a selfie wearing your favorite <i>Mary Kay</i> <sup>®</sup> lipstick or lip gloss.	<p>There's power in the perfect lip color!   #MyMKLife #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How do you feel while wearing this lip color? Confident? Empowered? Beautiful? Share how Mary Kay helps you be who you want to be. What are some ways you can help others feel the same way about themselves?</i></p>

## #MyMKLife Social Media Challenge

**REMEMBER**, you can still participate in the #MyMKLife Social Media Challenge until June 30! To participate, share how your Mary Kay business fits in your life on social media. Need inspo? We got you covered with [How to Create #MyMKLife Social Media Posts](#). 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
<p>Sunday, May 8</p> <p>Mother's Day</p>		<p>Visit the <a href="#">Holiday/Seasonal Topic</a> in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your image to celebrate the moms in your life.</p>	<p>Moms make life beautiful! 🌸 Wishing a happy Mother's Day to every woman who has shared her kind, nurturing spirit with me. #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Tell us about your mother or a mother figure in your life. How have they impacted you in a positive way? If you have family, friends or customers who are mothers, tag them in your post.</i></p>
<p>Tuesday, May 10</p>	<p><i>Mary Kay</i>® Instant Puffiness Reducer</p>	<p>Take a before-and-after photo of your undereye puffiness transformation.</p> <p>Learn how to capture the before-and-after photos <a href="#">here</a>.</p>	<p>Now you see them; now you don't. ✨ Bye-bye, puffy eyes! #MKBeforeAndAfter #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Describe how you applied the product. How quickly did the transformation take effect? When would you use it (virtual party, special event, night out, etc.)? Who do you think would like this product?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, May 12</p> <p>Mary Kay Ash's Birthday</p>		<p>Visit the <a href="#">Mary Kay Ash Topic</a> in the <i>Mary Kay</i><sup>®</sup> Digital Library powered by Hootsuite Amplify to download, share or schedule your image to celebrate Mary Kay Ash's birthday.</p>	<p>Happy birthday to the woman who started it all! 🎂 #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How are you celebrating Mary Kay Ash's birthday? Share how her actions and achievements have impacted you today. How are you working to continue her legacy?</i></p>
<p>Monday, May 16</p>	<p><i>Mary Kay</i><sup>®</sup> Instant Puffiness Reducer</p> <p>Limited-Edition† <i>Mary Kay</i><sup>®</sup> Heart-Shaped Lipstick</p> <p>Limited-Edition† <i>Mary Kay</i><sup>®</sup> Gel Cream Blush</p> <p>Limited-Edition† Fresh Waterlily <i>Satin Body</i><sup>®</sup> Whipped Shea Crème</p> <p>Limited-Edition† Fresh Waterlily <i>Satin Body</i><sup>®</sup> Revitalizing Shea Scrub</p>	<p>Create an Instagram Reel highlighting all of the new products for Summer 2022.</p> <p>Learn how to create an Instagram Reel <a href="#">here</a>.</p> <p>OR</p> <p>Visit the <a href="#">Current Quarter/New Topic</a> in the <i>Mary Kay</i><sup>®</sup> Digital Library powered by Hootsuite Amplify to download, share or schedule your image of the new Summer 2022 products.</p>	<p>I can't wait to make a splash with these new summer products! 🌊 You can find them on the <i>Mary Kay</i><sup>®</sup> App under "New Products." #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which product(s) are you most excited to try for yourself? Have you sampled or tried any of them already? What are your initial thoughts? Who do you think would like these? Do you plan on creating a summer bundle?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, May 18</p>	<p><i>Mary Kay Clinical Solutions</i><sup>®</sup> HA + Ceramide Hydrator</p> <p><i>Mary Kay Clinical Solutions</i><sup>®</sup> C + Resveratrol Line-Reducer</p> <p><i>Mary Kay</i><sup>®</sup> skin care regimen</p>	<p>In bright lighting next to your vanity or bathroom sink, take a photo of the <i>Mary Kay Clinical Solutions</i><sup>®</sup> boosters together with your skin care regimen.</p>	<p>Feeling skin-timidated? 😬 Follow these order of application steps in your beauty routine:</p> <ul style="list-style-type: none"> <li>🧼 1) Cleanse</li> <li>👉 2) Exfoliate</li> <li>👉 3) Tone</li> <li>🚀 4) Booster</li> <li>💧 5) Moisturize</li> <li>🛡️ 6) Protect</li> </ul> <p>#MKBeautifulMoments</p>
<p>Friday, May 20</p>	<p><i>Mary Kay</i><sup>®</sup> Liquid Eye Shadow</p>	<p>Create a swatch of all four shades on your forearm. Then snap a photo.</p>	<p>I'm setting my sights on stellar color! 😍 #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which shade(s) have you tried? Share what you like about the liquid eye shadow (lightweight color, rich pigment, creamy formula, etc.). What other <i>Mary Kay</i><sup>®</sup> eye products would you use to complete your look?</i></p>

# TIP

Knowing what to say on social media can seem daunting, but we have you covered with a [list](#) of words and phrases to avoid when creating your posts. For example, did you know that you should never refer to any Mary Kay prize or award as “free”? Give yourself some credit – you earned that trip or jewelry!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, May 22</p>	<p>Limited-Edition† Mary Kay® Gel Cream Blush</p>	<p>Record a video or Instagram Reel of yourself applying the cream blush along the cheekbones. Blend it upward and outward to the tops of the ears.</p> <p>Learn how to create an Instagram Reel <a href="#">here</a>.</p>	<p>I can't get over how buildable this new gel cream blush is! 😊 You can apply with your fingers, a brush or a sponge to achieve the intensity you want. #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which shade are you wearing in the Reel? Describe the texture of the product and how it feels on your skin. What other Mary Kay® cheek products would you use to complete your look?</i></p>
<p>Wednesday, May 25</p>		<p>Capture a photo of your workspace. This can be your living room, your go-to coffee shop or any dedicated space you have for your Mary Kay business.</p>	<p>This is my happy place! ❤️ I love the flexibility I have to take my Mary Kay business anywhere I go. #MyMKLife #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Describe your workspace and its location. How does this space help you work your Mary Kay business full circle? Share how this flexible opportunity fits into your life.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, May 28	Limited-Edition† Mary Kay® Heart- Shaped Lipstick	Visit the <a href="#">Current Quarter/New or Makeup Topic</a> in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image.	<p>Did you know that you can support Mary Kay's global <i>Pink Changing Lives</i>® cause empowerment program and help change the lives of women and their families with a single purchase? 🧑🏻‍🧑🏻</p> <p>Through Aug. 15 in the United States, Mary Kay Inc. will donate \$1 from each sale of this lovely lipstick.</p> <p>#MKBeautifulMoments</p> <p>❤️ Which heartfelt shade is calling your name?</p>
Tuesday, May 31	<p>Limited-Edition† Fresh Waterlily <i>Satin Body</i>® Whipped Shea Crème</p> <p>Limited-Edition† Fresh Waterlily <i>Satin Body</i>® Revitalizing Shea Scrub</p>	Style the shea crème and shea scrub with festive gift bags or boxes.	<p>I found the perfect gift for almost any occasion! 🎁 #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Who would these products make great gifts for (teachers, moms, graduates, brides, etc.)? When could they be used (at-home spa day, after-work pampering session, midday pick-me-up, etc.)? Share a few skin-loving benefits for each product. Describe the fresh waterlily scent (can use the top/middle/bottom notes).</i></p>

†Available while supplies last

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

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# GET READY FOR JUNE!

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

MARY KAY®

## JUNE 2022 SOCIAL MEDIA PLAYBOOK #MKBEAUTIFULMOMENTS

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, June 3	Special-Edition† Mary Kay® Sun Care After-Sun Replenishing Gel	Take a photo of yourself with the replenishing gel tube in your hand.	<p>I've got sunshine on my mind! ☀️ Meet my go-to grab after a fun day outdoors. #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Tell us about your most recent outdoor adventure. When did you use the gel? How does it feel on your skin? Call out some of the key ingredients and their benefits. List a few other times this gel can be used (after a swim in the pool, beach day, hike, etc.).</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, June 6</p>	<p><i>Mary Kay Chromafusion</i><sup>®</sup> Eye Shadow in Shiny Penny and Frozen Iris</p> <p><i>Mary Kay</i><sup>®</sup> Liquid Eye Shadow in Pink Starlight</p> <p><i>Mary Kay</i><sup>®</sup> Eyeliner in MK Deep Brown</p> <p><i>Lash Intensity</i><sup>®</sup> Mascara in Black</p> <p><i>Mary Kay Chromafusion</i><sup>®</sup> Blush in Juicy Peach</p> <p><i>Mary Kay Unlimited</i><sup>®</sup> Lip Gloss in Sheer Illusion</p>	<p>Recreate the makeup artist look: Sunset Sights. Then snap a selfie of the final look.</p> <p>Follow along in a <a href="#">short tutorial</a> on Product Central.</p>	<p>I'm soaking up the sun with this radiant makeup artist look! 🌅 Sunset Sights is the perfect name for this golden gaze. #MKBeautifulMoments</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How does this summer look make you feel? Which of your features do you think it accentuates? Call out one or two of the Mary Kay<sup>®</sup> products and shades you used. When or where would you wear this look?</i></p>