

#MyMKLife Social Challenge

Frequently Asked Questions

Jan. 3 – Feb. 28, 2022

1. What is the #MyMKLife Social Challenge?

The #MyMKLife Social Challenge seeks to highlight all the fun, flexibility and community running a Mary Kay business can add to your life. We want to hear about how your Mary Kay business “just fits” into your life. This challenge could not come at a better time. So many people are reassessing what they do, and their priorities and making New Year’s resolutions to put family first and find more balance – something we have understood at Mary Kay for a long time! It may be your post that helps them see how a Mary Kay business could “just fit” into their life.

2. How do I participate in the #MyMKLife Social Challenge?

To participate in the #MyMKLife Social Challenge, post about how your Mary Kay business has “just fit” perfectly into your life, always including the #MyMKLife hashtag. These posts should focus on the fun, flexibility and community running a Mary Kay business has brought to your life. Be organic and show your genuine enthusiasm for your business. This may inspire others to start their own businesses, which could help you develop your own teams this year.

Please note, your posts should not focus on earnings or the potential financial rewards a Mary Kay business could have. Make sure to check out “Terms and Concepts to Avoid,” a new resource developed to offer guidance on words and phrases to avoid to help reduce the risk of unnecessary consumer protection agency scrutiny. You can find it at *Mary Kay InTouch*[®] > Resources > Digital Zone > Social Media Central.

3. What is the #MyMKLife Social Challenge time frame?

The challenge starts on Jan. 3, 2022, at 7 a.m. CT, and ends on Feb. 28, 2022, at 11:59 p.m. CT.

4. What is the reward for participating in the #MyMKLife Social Challenge?

If you participate, you get the chance to have your post be featured on the Mary Kay U.S. Facebook page and on Instagram, where thousands of followers may see it, get inspired by you and learn what a fabulous opportunity this is. Make sure to check out “Terms and Concepts to Avoid,” a new resource developed to offer guidance on words and phrases to avoid to make sure you are posting compliantly, and to help reduce the risk of unnecessary consumer protection agency scrutiny. You can find it at *Mary Kay InTouch*[®] > Resources > Digital Zone > Social Media Central.

To be considered, your post needs to follow Company guidelines, be public (meaning it is available for anyone to see on social media and not posted in a

private account) and also include the #MyMKLife hashtag. If your post is considered for reposting on the Mary Kay U.S. channels, the Company will reach out to you to get your permission to repost. In most cases, we will reach out via Instagram by sending a direct message.

5. What happens if, without realizing, I say something that is not compliant?

Before you write a caption, make sure to check out “Terms and Concepts to Avoid,” a new resource developed to offer guidance on words and phrases to avoid to help reduce the risk of unnecessary consumer protection agency scrutiny, along with the social media guidelines and other legal resources on *Mary Kay InTouch*[®]. You can find them at *Mary Kay InTouch*[®] > Resources > Digital Zone > Social Media Central.

However, if you make a mistake and your post is non-compliant, the Mary Kay Legal team might reach out to you to help clarify or educate on social media guidelines as they apply to sharing information about the Mary Kay Opportunity on social media. Put simply, they will point you in the right direction so your content can be corrected and considered for reposting.

6. What resources do I have to ensure I use the appropriate language in my posts?

One of the best ways to ensure your posting appropriate content is to focus on the fun, flexibility and community running a Mary Kay business has brought to your life. Your posts should not focus on earnings or the potential financial rewards a Mary Kay business could have.

Make sure to check out “Terms and Concepts to Avoid,” a new resource developed to offer guidance on words and phrases to avoid to help reduce the risk of unnecessary consumer protection agency scrutiny, along with the Social Media Guidelines and other legal resources on *Mary Kay InTouch*[®]. You can find them at *Mary Kay InTouch*[®] > Resources > Digital Zone > Social Media Central.

You can also get inspiration from the provided sample posts. And when in doubt, reach out to the legal support team, they are here to support you!

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.