



# What You Need to Know

New!

MARY KAY  
NATURALLY™



## Help us protect our COSMOS Natural certification!

We are so excited to enter the emerging natural skin care category with the launch of *Mary Kay Naturally*™. After extensive research, we learned that due to a lack of government regulations on the definition of “natural skin care,” there is a great deal of scrutiny on this category. That’s why we worked closely with a third party called EcoCert to earn the COSMOS Natural certification. This included a careful review of our products and marketing assets to ensure that everything we say about the certification is clear, accurate and approved.

## As you promote this amazing new product line, please follow these guidelines:

- 🍷 **Fun and compelling educational and marketing assets are available** to help you sell *Mary Kay Naturally*™ with confidence. **It is very important to use the Company assets without alteration.** Taking creative license can expose Mary Kay to potential suspension of our COSMOS Natural certification. Check out all the great assets on *Mary Kay InTouch*® > Products > Product Central.
- 🍷 **Please use approved images to avoid any misunderstanding.** Images and propping are just as important as the words. We want to avoid using any images (such as random flowers) that could potentially confuse customers about ingredients in the products.
- 🍷 When you talk about *Mary Kay Naturally*™, **use only the language provided about COSMOS and EcoCert.** We’ve taken great care to ensure we comply with the third-party standards. Small tweaks can make big differences.
- 🍷 Mary Kay defines *Mary Kay Naturally*™ products as at least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Please make sure to refer to *Mary Kay Naturally*™ products as **“naturally derived”** or of **“natural origin”** to align with Mary Kay’s definitions and the COSMOS standard.
- 🍷 While the current four products in the *Mary Kay Naturally*™ line are 99.49% or more naturally derived, please do not give the impression that the line will always be 99.49% or more naturally derived. Instead, reinforce the Mary Kay standard of **“at least 90 percent of ingredients are derived from natural sources.”**