

MARY KAY®

NOVEMBER 2021 SOCIAL MEDIA PLAYBOOK

#MKBeautyDetails

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, Nov. 1	<i>Indulge</i> ® Soothing Eye Gel	Take a video of yourself applying the Soothing Eye Gel after you have cleansed your face.	Need a pick-me-up? 😩 Revive a tired-looking appearance with <i>Indulge</i> ® Soothing Eye Gel. This cooling gel contains botanical extracts that help calm and condition skin. #MKBeautyDetails Personalize your post by answering the questions below! <i>How refreshed does your skin feel after applying this? Describe how the cool gel feels on your skin. Which Mary Kay® mask would you pair this gel with for the perfect relaxation moment?</i>

MARY KAY® DIGITAL LIBRARY POWERED BY HOOTSUITE AMPLIFY

The *Mary Kay*® Digital Library is now home to ALL digital assets and posts! As of Nov. 1, digital assets will no longer be available on *Mary Kay InTouch*®. Sign up [here](#) to create your account and access hundreds of posts!

Follow the step-by-step tutorial in the latest [Social Media Tip of the Month](#) to learn how to access the Digital Library, connect your social media accounts and begin sharing photos and prewritten posts.

For additional resources on how to get started, scroll down to the Supporting Materials tab to find Frequently Asked Questions and the Videos tab to find more [how-to videos](#).

Mary Kay InTouch® > Resources > Digital Zone > *Mary Kay*® Digital Library

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<p>Thursday, Nov. 4</p>	<p><i>Mary Kay</i>[®] Gel Semi-Matte Lipstick</p> <p><i>Mary Kay Unlimited</i>[®] Lip Gloss</p> <p><i>Mary Kay Chromafusion</i>[®] Blush</p>	<p>Take a photo of these products on a flat surface styled with ribbon or other gifting items.</p> <p>OR</p> <p>Visit the “Holiday/Seasonal” Topic in the <i>Mary Kay</i>[®] Digital Library to download an image.</p>	<p>This year, I’m wrapping up happiness and gifting the women in my life color. 🌈 From skin care to makeup and more, you can make someone’s season merry and bright with an assortment of <i>Mary Kay</i>[®] products.</p> <p>#MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shades of these <i>Mary Kay</i>[®] products are you featuring in the photo? How do these colors boost your mood and your confidence? What colorful product bundle would you create for someone to gift?</i></p>
<p>Friday, Nov. 5</p>	<p><i>TimeWise Miracle Set 3D</i>[®]</p>	<p>Create a carousel post (a post with multiple photos) by snapping a selfie with each of the four tubes in your hand with the labels facing the camera.</p>	<p>Defy aging in a single regimen with <i>TimeWise Miracle Set 3D</i>[®]. Follow these three powerful steps morning and night:</p> <p>☀️🌙 STEP 1: Cleanse with <i>TimeWise</i>[®] Age Minimize 3D[®] 4-in-1 Cleanser.</p> <p>☀️ STEP 2 (MORNING): Protect with <i>TimeWise</i>[®] Age Minimize 3D[®] Day Cream SPF 30 Broad Spectrum Sunscreen.</p> <p>🌙 STEP 2 (NIGHT): Replenish with <i>TimeWise</i>[®] Age Minimize 3D[®] Night Cream.</p> <p>☀️🌙 STEP 3: Brighten eyes with <i>TimeWise</i>[®] Age Minimize 3D[®] Eye Cream.</p> <p>What’s your beauty regimen? #MKBeautyDetails</p>

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<p>Sunday, Nov. 7</p>	<p>Limited-Edition† <i>Mary Kay</i>® Men’s Fragrance Gift Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Women’s Fragrance Gift Set</p>	<p>In bright lighting, take a photo of both fragrance sets on your dresser or vanity styled next to other wrapped gifts.</p>	<p>It’s never too early to start getting your holiday gifts ready! 📸 I grabbed the NEW limited-edition <i>Mary Kay</i>® Men’s Fragrance Gift Set and NEW limited-edition <i>Mary Kay</i>® Women’s Fragrance Gift Set. Each collection includes three spray-on <i>Mary Kay</i>® fragrances – all of which smell amazing and are conveniently travel-sized! ✂️ They’re the perfect gift for someone who is searching for a signature scent or who just likes to have options. #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which scent is your favorite? What would you pair these fragrance sets with to make the perfect gift?</i></p>
<p>Tuesday, Nov. 9</p>	<p><i>Mary Kay</i>® Eye Primer</p> <p><i>Mary Kay</i> <i>Chromafusion</i>® Eye Shadow</p> <p><i>Mary Kay</i>® Gel Eyeliner With Expandable Brush Applicator</p>	<p>Take a short video or Reels of yourself creating a gorgeous eye look using these three products.</p>	<p>📸 PICTURE-PERFECT! 📸 #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What type of look are you creating? When would you wear this look? Be sure to call out the product names and shades used during your video!</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Nov. 10</p>		<p>Visit the <i>Mary Kay</i>® Digital Library to download an image by clicking on the “Tech Tools” Topic.</p>	<p>Click, click, hooray! 📱 You can shop the latest <i>Mary Kay</i>® beauty products and trends, create personalized routines, find information on skin care, makeup and more – all in one convenient app.</p> <p>📌 Ready to build your Beauty Profile or start a wish list? Download the Mary Kay® App now! #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are your top two favorite features of the app? How does this app help make shopping easier?</i></p>
<p>Friday, Nov. 12</p>	<p>White Tea & Citrus <i>Satin Body</i>® Revitalizing Shea Scrub</p> <p>White Tea & Citrus <i>Satin Body</i>® Indulgent Shea Wash</p> <p>White Tea & Citrus <i>Satin Body</i>® Silkening Shea Lotion</p>	<p>Take a photo of each product’s texture on a flat surface. Squeeze the products out of the tube onto the surface. The flat surface can be a spa tray or decorative plate.</p>	<p>Need a daily refresh? 🔄 Add these revitalizing and smoothing shea products to your routine:</p> <ul style="list-style-type: none"> 🍋 White Tea & Citrus <i>Satin Body</i>® Revitalizing Shea Scrub 🍋 White Tea & Citrus <i>Satin Body</i>® Indulgent Shea Wash 🍋 White Tea & Citrus <i>Satin Body</i>® Silkening Shea Lotion <p>Tell me how you like to add some shea to your day! #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which of these shea products is your favorite? Describe the product texture and how it makes your skin feel afterward.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, Nov. 14</p>		<p>Create a video or Reels detailing a day in your #MyMKLife. Capture moments throughout the day that reflect your daily routines and how you fit your Mary Kay business into your life.</p> <p>These moments can be you getting your kids ready for school, going on a morning walk, what you had for dinner or processing orders mid-day. The goal is capture pieces of your day and of how you like to incorporate your Mary Kay business!</p> <p>Watch here for easy instructions to create Reels.</p>	<p>Want an inside scoop? 🍷 Here's a day in my life as a Mary Kay Independent Beauty Consultant! #MyMKLife #MKBeautyDetails @MaryKayUS</p> <p>Personalize your post by answering the questions below!</p> <p><i>How do you fit your Mary Kay business into your day? Are you doing anything different or special today? How do you adapt your routine to fit this in along with your business?</i></p>

TIP

Share your #MyMKLife on social media for your chance to be featured! We want to see how your Mary Kay business fits your life and offers you fun, freedom and flexibility. Be sure to use hashtag #MyMKLife and tag @MaryKayUS.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Nov. 16</p>	<p>Mary Kay® Silky Setting Powder</p>	<p>In bright lighting, take a before-and-after photo, showing off the coverage and how the setting powder minimizes shine.</p>	<p>Sweep on smooth-as-silk coverage! 😊 Mary Kay® Silky Setting Powder delivers shine-minimizing coverage and natural-looking color correction. ✨ This makeup multitasker comes in 12 natural-looking, silky-smooth shades.</p> <p>🗣️ Are you using a setting powder? #MKBeforeAndAfter #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade are you using? How does it feel on your skin? Are you wearing it alone or on top of foundation?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Nov. 18</p>	<p>Special-Edition+ <i>Mary Kay</i>® Scents Collection: Blush Scent Eau de Parfum and Velvet Scent Eau de Parfum</p>	<p>Capture a flat lay photo on a solid surface such as a mirror or vanity. Place both scents next to each other, and snap a photo.</p>	<p>Spark your senses! ✨ You can wear each scent in the special-edition <i>Mary Kay</i>® Scents Collection alone or layered together for an elevated experience.</p> <p>♥ Blush Scent Eau de Parfum: Envelops your senses with juicy, sparkling Cassis and rich, clean Sandalwood that surround its heart of timeless Bulgarian Rose.</p> <p>♥ Velvet Scent Eau de Parfum: Draws you in with the delicious warmth of Vanilla, while notes of Pear and Jasmine float above in a mesmerizing sequence. #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which scent is your favorite? Do you wear it alone or layered? What are your application tips for long-lasting wear?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Nov. 19</p> <p>Women's Entrepreneurship Day</p>		<p>Visit the <i>Mary Kay</i>® Digital Library to download or share a photo for Women's Entrepreneurship Day under the "Holiday/Seasonal" Topic. Click here to get started!</p> <p>OR</p> <p>Share a photo of your personal team or a photo that represents your business, such as a Starter Kit, your office or a selfie.</p>	<p>When women support one another, incredible things happen! 😊 This #WomensEntrepreneurshipDay I am celebrating and showing appreciation for all my fellow women entrepreneurs.</p> <p>💡 Tag your favorite women-owned businesses below! #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What is one message you'd share to aspiring women who want to be successful entrepreneurs? How does your Mary Kay community motivate and encourage you to reach your goals?</i></p>
<p>Saturday, Nov. 20</p>	<p>Limited-Edition+ <i>Mary Kay</i>® Intuitive pH Lip Balm</p>	<p>Take a photo holding the lip balm to the camera, showing the color of the product and tube.</p>	<p>Create a pHenomenal lip look! 💋 The new limited-edition <i>Mary Kay</i>® Intuitive pH Lip Balm contains a moisturizing complex for soft, creamy color. It also features pH-reactive ingredients, so each shade transforms based on your unique chemistry! 🌈 How cool is that? #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade are you holding? How does the hue change after you apply it?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Nov. 22</p>	<p><i>TimeWise Repair</i>[®] <i>Volu-Firm</i>[®] Advanced Lifting Serum</p> <p><i>TimeWise</i> <i>Replenishing</i> Serum C + E[™]</p> <p>Limited-Edition* Rose Quartz Roller Gift With Purchase</p>	<p>Style one or both serums with the rose quartz roller with similar colored gifting materials such as ribbon or pink gift boxes.</p>	<p>ATTENTION! THIS IS A COMMERCIAL POST AND CAN ONLY BE POSTED ON BUSINESS PAGES OR IN PRIVATE GROUPS!</p> <p>I found my serum-dipity! 😊 TimeWise Repair[®] Volu-Firm[®] Advanced Lifting Serum helps cheeks, jawline and neck appear firmer and more lifted. 🙌 And TimeWise Replenishing Serum C + E[™] infuses skin with vitamins C + E for an antioxidant megaboost!</p> <p>💖 For a limited time, you can receive a FREE rose quartz roller with the purchase of one of these two serums by contacting your Mary Kay Independent Beauty Consultant! Available while supplies last. #MKBeautyDetails</p> <p>AND don't forget, #MKPinkWeekend starts this Friday! 🛍️ You can shop small with your Independent Beauty Consultant, and get an early start on your holiday shopping.</p>

TIP

Sprinkle in small moments of yourself on your Facebook or Instagram by creating Stories. Facebook Stories can be perfect for catalyzing connections that last a lifetime. Watch this short tutorial on [How To Increase Social Interactions Using Facebook Stories](#) to learn how to connect with friends, family or potential customers!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Nov. 25</p> <p>Thanksgiving</p>		<p>Take a photo or video to show how you're celebrating the holiday.</p>	<p>Gratitude is the best attitude! 🙏 What are you giving thanks for today? #Thanksgiving #MKPinkWeekend #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are you most thankful for this year? How are you celebrating Thanksgiving?</i></p>
<p>Friday, Nov. 26</p> <p>Turning Friday Pink</p>	<p>Your favorite <i>Mary Kay</i>® products</p>	<p>Take a photo of yourself holding your favorite <i>Mary Kay</i>® products in your arms.</p>	<p>Today we are turning Friday pink! You can do this by sharing gifts of beauty and love! 🇺🇸 What's the best gift you've received? #MKPinkWeekend #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Are you a gift-giver? Which <i>Mary Kay</i>® products do you like to gift friends and loved ones? If you have any special promotions for <i>Mary Kay</i> Pink Weekend™, be sure to share them with your customers on your business pages!</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Nov. 27</p> <p>Support a Small Business.</p>		<p>Take a selfie with an excited expression, illustrating your excitement!</p>	<p>Shop BIG with a small business! 🛍️ It makes a difference when you support individuals and their families around the holidays. #MKPinkWeekend #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>What does it mean to you when people support your Mary Kay business? What personalized service can you offer? A consultation? Recommendations? How has owning a Mary Kay business impacted your life?</i></p>
<p>Monday, Nov. 29</p>	<p>Special-Edition⁺ Mary Kay[®] Pink Clay Mask</p> <p>Mary Kay[®] Micellar Water</p> <p>Mary Kay[®] Hydrogel Eye Patches</p>	<p>Take a video or IGTV of yourself using/applying each of these Mary Kay[®] products.</p>	<p>THINK PINK with these skin care stars!</p> <ul style="list-style-type: none"> ☆ Special-Edition Mary Kay[®] Pink Clay Mask ☆ Mary Kay[®] Micellar Water ☆ Mary Kay[®] Hydrogel Eye Patches <p>What's on your wish list this holiday season? #MKPinkWeekend #MKBeautyDetails</p> <p>Personalize your post by answering the questions below!</p> <p><i>Do you have any wish list recommendations? Maybe your favorite product? Or one that's popular right now?</i></p>

GET READY FOR DECEMBER!

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

MARY KAY® DECEMBER 2021 SOCIAL MEDIA PLAYBOOK #MKBeautyDetails

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Wednesday, Dec. 1		Take a selfie in your festive attire as you get into the holiday spirit.	Let the holiday countdown begin! 🎉 It's officially the most wonderful time of the year! 🎄 How are you getting into the holiday spirit? #MKBeautyDetails Personalize your post by answering the questions below! <i>What are you most looking forward to this month? How do you plan to end the year on a bright note?</i>

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<p>Sunday, Dec. 5</p>	<p><i>Mary Kay Naturally</i>[®] Purifying Cleanser</p> <p><i>Mary Kay Naturally</i>[®] Nourishing Oil</p> <p><i>Mary Kay Naturally</i>[®] Exfoliating Powder</p> <p><i>Mary Kay Naturally</i>[®] Moisturizing Stick</p>	<p>Take a photo of these products on a flat surface, such as your vanity or bathroom counter, styled on top of a white towel. Surround the products with a plant or greenery.</p>	<p>Mix, match and multitask! Each of these <i>Mary Kay Naturally</i>[®] products have quality ingredients and gentle formulas:</p> <ul style="list-style-type: none">  <i>Mary Kay Naturally</i>[®] Purifying Cleanser  <i>Mary Kay Naturally</i>[®] Nourishing Oil  <i>Mary Kay Naturally</i>[®] Exfoliating Powder  <i>Mary Kay Naturally</i>[®] Moisturizing Stick <p>† All <i>Mary Kay Naturally</i>[®] products are free of parabens, phthalates, synthetic fragrance, synthetic dyes, SLS/SLES.</p> <p>#MKBeautyDetails</p>

†Available while supplies last

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

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