



6 Most Important Takeaways:

PAID SOCIAL MEDIA ADVERTISING

Before you jump into paid social media advertising, you'll need to review and agree to the [Terms and Conditions](#). For quick reference, feel free to keep this summary on hand:

1

You can create paid social media ads on Facebook and/or Instagram if you are part of the Mary Kay U.S. independent sales force. Your ads should only target audiences in the U.S., Puerto Rico, Guam or the U.S. Virgin Islands.

2

Paid ad content should pertain only to one of these categories: **Mary Kay® products**, gifting ideas using *Mary Kay®* products, your services as an Independent Beauty Consultant, and product events, such as skin care classes, workshops and open houses. Include the words "Mary Kay" in the caption of your ads.

3

Marketing the Mary Kay opportunity via paid social media ads is currently prohibited.

4

Your paid social media ads can only include suggested retail prices from *The Look* and from Company-created promotions. Please do not include personal promotions and discounts – those should be reserved for the followers of your professional or business social media pages.

5

You must drive traffic back to your *Mary Kay®* Personal Web Site, social media account or to another closed channel (e.g., email, text, direct message).

6

Company-created assets you can use for your paid ads can be found in the [Digital Image Library](#) and [Video Library](#) and should not be altered, revised or supplemented in any way. You can also create your own material for your paid ads.

CALLS TO ACTION ARE ALLOWED ON PAID SOCIAL MEDIA ADVERTISING.

Examples include: "Get yours today," "Buy it before it's gone," "Message me to RSVP to this event," or "Contact me. to get more details."