



# PHRASES AND CONCEPTS TO AVOID

## PHRASES AND CONCEPTS YOU SHOULD NOT USE ON SOCIAL MEDIA OR THE INTERNET TO AVOID MAKING IMPROPER EARNINGS CLAIMS

- Be your own boss
- Career income
- Career change
- Debt-free
- Diamonds
- Disposable income
- Dollar amounts
- Driving-free
- Duplicate your income
- Executive income
- Financial autonomy
- Financial flexibility
- Financial freedom
- Financial independence
- Financial security
- Financial stability
- Financial success
- Fire your boss
- Free car
- Free pink car
- Free trip/vacation
- Full-time income
- Guaranteed income
- Images of money
- Lifestyle claims
- Limitless earning potential
- Lucrative income
- Million dollars
- No car payment
- Open-ended opportunity
- Passive income
- Pay off debt
- Permanent income
- Quit college
- Quit school
- Quit your job
- Replace your income
- Replace a job
- Residual income
- Retire
- Riches
- Significant earning potential
- Six-figure income
- Top 5% income
- Unlimited income
- Won a car

**IMPORTANT:** When posting a picture or mentioning any of the **Career Cars**, the following disclosure statement must be included in the **CAPTION** of your post:

“Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car through their Mary Kay businesses. To learn more about the Career Car Program, visit [www.marykay.com/en-us/sell-mary-kay/career-car-program](http://www.marykay.com/en-us/sell-mary-kay/career-car-program).”

*Please note that this is not an exhaustive list and should be used as a guide to help you avoid using words or phrases that may be construed as misleading by regulatory authorities.*

# MARY KAY

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