

MARY KAY®  
**SEPTEMBER 2021 SOCIAL MEDIA PLAYBOOK**  
**#MKTreatYourself**

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Wednesday, Sept. 1		<a href="#">Create an Instagram Reel</a> or short video to show how your Mary Kay business fits into your life. Highlight a few moments of your day, such as eating meals, processing orders, dropping your kids off at school, walking the dog or hopping on a Zoom call with a VIP customer.	<p>There are so many things I LOVE about my Mary Kay business. ❤️ From ongoing education to motivation from sales force leaders to flexibility in creating my own schedule – <i>It Just Fits!</i>™ 🍀 I am ecstatic to be in control of my own schedule. The best part? 👩🏻‍👧 I have the opportunity to help other women feel beautiful and empowered! #MyMKLife #MKTreatYourself</p> <p><b>Personalize this caption with the way you allow your business to fit in your life!</b></p>

# TIP

Sprinkle in a little bit of YOU into each digital post and Social Media Playbook caption! It's important for your audience to know and connect with the pieces of your life that make you unique! Remember, people will buy you before buying any of the products you offer. You can personalize the captions by adding in your *Mary Kay*® Personal Web Site, life experiences or product tips and tricks!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Sept. 3</p>	<p><i>TimeWise Miracle Set 3D The Go Set®</i></p>	<p>Capture an image of your set next to your cosmetic bag by your sink, next to your purse or next to your suitcase if you are traveling soon.</p>	<p>Going out of town for the long weekend? 🧳 Don't forget your TimeWise Miracle Set 3D The Go Set®!</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How do you stay on top of your skin care while you're traveling or on the go? What is your favorite product in the set?</i></p> <p>Stay on top of your skin care routine with travel-sized versions of:</p> <ul style="list-style-type: none"> <li>🕒 TimeWise® Age Minimize 3D® 4-in-1 Cleanser</li> <li>🕒 TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen</li> <li>🕒 TimeWise® Age Minimize 3D® Night Cream</li> <li>🕒 TimeWise® Age Minimize 3D® Eye Cream</li> </ul> <p>✈️ Time flies; don't let your skin care get away from you! Each product features the Age Minimize 3D® Complex, including encapsulated resveratrol, vitamin B3 and an age-defying peptide. #MKTreatYourself</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, Sept. 5</p>	<p><i>Skinvigo</i>rate <i>Sonic</i>™ Skin Care System</p>	<p>Create an Instagram Reel or video of how to add the <i>Skinvigo</i>rate <i>Sonic</i>™ device to your skin care routine. Show the products that you use alongside the device, as well as your face before and after you cleanse.</p>	<p>Is your skin in the game? 🏀 Power up your skin care routine in honor of National #SkinCareAwarenessMonth with the <i>Skinvigo</i>rate <i>Sonic</i>™ Skin Care System. In just 60 seconds, you can have a superior sonic clean. 🧼 The all-star device has three speeds – gentle, standard and power – so you’re able to control your cleansing with just the touch of a button. 🏀 Does your skin care routine score slam dunks? #MKTreatYourself</p>
<p>Monday, Sept. 6  Labor Day</p>	<p>Special-Edition† <i>Mary Kay</i>® Pink Clay Mask</p>	<p>Capture two selfies. One wearing the mask and another after you have rinsed off your face.</p>	<p>Always look on the pink side of life! ❤️ You can add a beautiful boost to your “me” time with the special-edition <i>Mary Kay</i>® Pink Clay Mask. Simply smooth the mask across clean skin, and be pretty in pink for 10 minutes while it dries. 😊 Then, rinse with warm water, and gently pat dry. Don’t forget to follow with your favorite <i>Mary Kay</i>® moisturizer to get the beautiful experience! 🌸 Share the ways you blossom your skin care! #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>When do you like to implement the mask into your skin care routine? Morning or night? Which moisturizer do you like to use after masking?</i></p>

# TIP

#MaryKaySuite13 is now open! Invite your customers to shop, host a skin care party or discover great gift ideas from our fan-favorites! Feel empowered to continue to grow your business digitally too!

Share this one-of-a-kind experience with your customers today by creating a post on your social accounts, pages and groups! Find more *Suite 13™* posts in the *Mary Kay®* Digital Library. From virtual parties to a behind-the-scenes introduction to Mary Kay, it's never been easier to connect with your beauty followers near and far.

Send an invite for a virtual meeting with you and the ultimate beauty experience. Visit *Mary Kay InTouch®* > Education > *Suite 13™* for more details.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Sept. 8</p>		<p>Capture a selfie with an excited face wearing <i>Mary Kay®</i> apparel, jewelry or your Mary Kay name tag. Make sure that your name tag is in frame.</p>	<p>Call all the girls; we're going SHOPPING! 🛍️ Meet me at #MaryKaySuite13 for an unforgettable, virtual shopping experience. 🚪 Behind the pink door, you'll find fan-favorite products, skin care collection features, highlights of Mary Kay heritage and so much more – all in 3D! 🌐 Are you ready to discover a new world of beauty? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What is your favorite aspect of Suite 13™? How excited are you to be able to virtually shop and assist your customers?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Sept. 13</p> <p>Mary Kay Inc. 58th Anniversary</p>		<p>Share your favorite memory since starting your Mary Kay business. Could be a picture with customers or with your fellow Beauty Consultants and team members!</p> <p>OR</p> <p>Visit the Holiday/Seasonal Topic in the <i>Mary Kay</i><sup>®</sup> Digital Library to download an image!</p>	<p>“My definition of #happiness is having something that you love to do, someone to love and something to look forward to.” – Mary Kay Ash</p> <p>🍷 Happy 58th anniversary, Mary Kay Inc.! I absolutely LOVE being a part of the #MaryKay family! I am always surrounded by love and support. ❤️ Mary Kay Ash set up the Company and ME for success with her inspiring words. Her legacy empowers me to never give up and to always strive to do my best. #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How are you celebrating the Mary Kay Inc. anniversary? What do you love most about being a part of the Mary Kay family?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Sept. 16	Limited-Edition <sup>†</sup> Mary Kay At Play <sup>®</sup> Highlighting Stick in Rose Gold Glow	Snap two images. Take your first picture of a swatch of the highlighting stick on your inner forearm. Use the flash to capture the luminous glow. For the second picture, place the highlighting stick next to your makeup bag and other products.	<p>Time to get glowin'! ✨ All it takes is a few simple swipes of limited-edition Mary Kay At Play<sup>®</sup> Highlighting Stick to achieve a rose gold glow. You can combine with contour, or use solely for strobing to really showcase your glow. 📁 Plus, the portable stick fits perfectly in my makeup bag. So I can glow about my day with subtle shimmer! 💡 Which makeup technique brightens up your look? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which facial features do you like to highlight? Do you like to complement with contour? Or wear it alone?</i></p>
Friday, Sept. 17	Limited-Edition <sup>†</sup> Mary Kay <sup>®</sup> Matte + Shine Lip Set	Take two selfies. First, snap a selfie with just the Matte Liquid Lipstick. Then, capture the second selfie with the Lip Oil on top! Be sure to be in bright lighting to show off the color and shine.	<p>Are you a matte or gloss gal? 🍷 What if you didn't have to choose? Now you can have the best of both worlds with limited-edition Mary Kay<sup>®</sup> Matte + Shine Lip Set. Each stunning set includes a Matte Liquid Lipstick and a lustrous Lip Oil. 🍷 Rock a smooth finish with just the lipstick, or dive into high shine by layering it with the oil! Either way you choose, your #lips will be gorgeous! 😍 Which wearable shade is your fave: Rose Pink or Cinnamon? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you like most about this set? The matte? Or the shine? On which occasions do you like to wear this set?</i></p>

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<p>Saturday, Sept. 18</p>	<p><i>Lash Love Fanorama® Mascara</i></p>	<p>Take a Boomerang or photo with mascara on one set of eyelashes and no mascara on the other to show off the length mascara gives your lashes.</p>	<p>Lashes speak louder than words! 👤 Make sure your eyelashes are singing your praises and catching gazes with the fully fanned-out flutter of Lash Love Fanorama® Mascara. The all-new, innovative brush gives every lash some love! ❤️ Its three unique application zones allow you to coat, comb and fan out for panoramic lashes of your own. 👁️ Is your #mascara helping your eyes make an impact? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How easy is the application process? What do you like about the brush? The feel? The way it combs out your lashes?</i></p>
<p>Wednesday, Sept. 22</p> <p>First Day of Fall</p>	<p>Your favorite fall shades of <i>Mary Kay Chromafusion®</i> Eye Shadow</p>	<p>Swatch your favorite shades of the eye shadow on your forearm and then snap a picture. Next, take a selfie outside with the eye shadows on.</p>	<p>Fall is officially here! 🍂 And I am ready to embrace the crisp breeze and autumn leaves with sensational shades of Mary Kay Chromafusion® Eye Shadow. ✨ The pigment-rich colors and lifeproof formula boost my confidence and my look for 12 hours. There's no fading or creasing! Open your eyes and #BringOnTheBeauty with this fall color experience! ❤️ Which stunning shades have you fallen in love with? #MKTreatYourself</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Sept. 24</p>	<p>Mary Kay® Body Care Collection</p> <p>Apple &amp; Almond Scented</p> <p>AND/OR</p> <p>Berry &amp; Vanilla Scented</p>	<p>Take one photo of the body lotion on your nightstand and another photo of the shower gel by your shower.</p>	<p>But first, body care! 🧖‍♀️ It's important to cleanse and hydrate your body. You can do this in two simple steps with the Mary Kay® Body Care Collection. First, we wash! 🧼 Cleanse your skin with a foamy and fragrant blend of bubbles with Mary Kay® Scented Shower Gel. Then, we moisturize! 💧 Give your skin the hydration it craves with the easily spreadable and delectable Mary Kay® Scented Body Lotion.</p> <p>❤️ How do you like to show your body some love? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which scent do you like most? Why? How do you remember to moisturize your skin? Keeping the lotion by the nightstand? In your purse? Or bookbag?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Sept. 25</p>	<p>Limited-Edition† <i>Mary Kay</i>® Eyelash Curler</p> <p>AND</p> <p><i>Lash Love Fanorama</i>® Mascara or your favorite <i>Mary Kay</i>® mascara</p>	<p>Shoot a time-lapse video of you using the eyelash curler and applying the mascara.</p>	<p>It's lash o'clock! 🕒 I used to swipe-and-go, but now I've learned how to get more from my mascara. Prepping your lashes is key! 🔑 The limited-edition <i>Mary Kay</i>® Eyelash Curler gives lashes an eye-opening effect. It's perfect for curling your lashes before adding your favorite <i>Mary Kay</i>® mascara. ✨ What prep steps do you take to achieve your best #LashLook? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Why do you like to prep your lashes before adding mascara? What application techniques do you use?</i></p>
<p>Monday, Sept. 27</p>	<p><i>TimeWise</i>® Matte 3D Foundation</p> <p>AND</p> <p><i>Mary Kay</i>® Blending Sponge</p>	<p>Take a hands-free Boomerang. Hold the foundation in one hand and the Blending Sponge in the other while moving your arms up and down for the iconic "Boomerang pose."</p>	<p>Meet my beauty BFFs! 🧡 I am in absolute awe over this power pairing. <i>TimeWise</i>® Matte 3D Foundation smooths the appearance of fine lines and wrinkles, giving me a younger-looking complexion. 🧡 AND using the <i>Mary Kay</i>® Blending Sponge helps me achieve a flawless finish while minimizing waste so that I get the most out of my #makeup! 😊 What is your ideal level of coverage? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you like most about using a blending sponge? Why do you like this foundation? The finish?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Sept. 30	Limited-Edition† <i>Mary Kay At Play</i> ® Metallic Liquid Eyeliner	Take a selfie with your eyes closed showing off the bright pigmentation of the eyeliner.  OR  Swatch the eyeliner on your inner forearm in a ribbonlike style.	The best gifts have ribbons! ❤️ And the limited-edition <i>Mary Kay At Play</i> ® Metallic Liquid Eyeliner is no exception! The thin applicator tip is perfect for getting precise ribbons of shimmer on the eyes. 😊 Plus, the Copper and Silver shades are great colors for any fall look! 🎀 How do you like to tie together your makeup? #MKTreatYourself  <b>Personalize your post by answering the questions below!</b>  <i>What's your favorite way to get creative with eyeliner?</i>

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†Available while supplies last

# WHAT'S NEW?

Facebook Stories are great ways to interact with your followers and customers! Learn how to leverage Facebook Stories to create connections and conversations by clicking on How to Increase Interactions Using Facebook Stories on Social Media Central under the Videos tab.

**Mary Kay InTouch® > Resources >  
Digital Zone > Social Media Central > Videos**