

MARY KAY®

SEPTEMBER 2022 SOCIAL MEDIA PLAYBOOK

#MKGIVEJOYFULLY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Sept. 2	<p><i>Mary Kay</i> <i>Chromafusion</i>® Eye Shadow in Biscotti and Cinnabar</p> <p><i>Mary Kay</i>® Gel Eyeliner With Expandable Brush Applicator in Jet Black</p> <p><i>Mary Kay</i>® <i>Ultimate</i> <i>Mascara</i>™ in Black</p> <p><i>Mary Kay</i> <i>Chromafusion</i>® Blush in Rosy Nude</p> <p><i>Mary Kay</i>® Lip Liner in Berry</p> <p><i>Mary Kay</i>® Gel Semi-Matte Lipstick in Berry Famous and Midnight Red</p>	<p>Take a short video or Instagram Reel of yourself re-creating the makeup artist look: Holiday Bombshell. Find the steps to complete this look here.</p>	<p>I'm upgrading my glam with this Holiday Bombshell makeup artist look! 🎁 #MKGiveJoyFully</p> <p>Create your own unique look, and enter the #MKUniquelyHueContest for the chance to win fabulous prizes. ✨</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, Sept. 5	Special-Edition+ <i>Mary Kay</i> [®] 2-Step Hydrating Sheet Mask	Take a photo of the mask styled with other <i>Mary Kay</i> [®] skin care products you use in your daily routine.	<p>I know what I'm bringing with me on my next vacation! ✈️ The new special-edition 2-Step Hydrating Sheet Mask is a great way to stay refreshed while I'm on the go. Here's how:</p> <ul style="list-style-type: none"> 💧 FOLD the pouch to break the inner seal, then SQUEEZE the gel essence. 💧 MASSAGE it into the sheet mask, then APPLY the mask onto your face. 💧 RELAX while the mask refreshes and hydrates your skin. <p>#MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does your skin feel after applying the mask? Which <i>Mary Kay</i>[®] product(s) do you follow it with in your routine? When do you like to use this mask? Who do you think would enjoy this convenient product (ex: frequent travelers, busy moms, etc.)?</i></p>
Thursday, Sept. 8	<i>Skinvigate</i> <i>Sonic</i> [™] Skin Care System	Visit the Skin Care Tools topic in the <i>Mary Kay</i> [®] Digital Library powered by Hootsuite Amplify to download, share or schedule images featuring the <i>Skinvigate Sonic</i> [™] Skin Care System.	<p>Did you know September is #SkinCareAwarenessMonth? 📅 AKA the perfect time to step up my skin care! #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>What results have you experienced from using this device? Do you use the Facial Massage Head? Which <i>Mary Kay</i>[®] skin care products do you like to pair with it?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Sept. 10</p>	<p>Special-Edition+ <i>Mary Kay</i>® Pink Clay Mask</p> <p>OR</p> <p>Your favorite <i>Mary Kay</i>® mask</p>	<p>Create a short video or Instagram Reel of yourself applying and removing the mask.</p>	<p>I love taking time to make my skin happy! 😊 Face masks are fun, easy ways to treat yourself AND your skin. This Mary Kay mask is one of my absolute faves. #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® mask are you using? Why is it your favorite? How does your skin feel after using it? How often do you use it? Which Mary Kay® moisturizer do you apply afterward? Who would enjoy using this mask?</i></p>
<p>Tuesday, Sept. 13</p> <p>Mary Kay Inc. 59th Anniversary</p>		<p>Visit the Holidays topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule your Company anniversary image.</p>	<p>Happy anniversary, Mary Kay! 🎉 This life-changing Company is celebrating 59 years of enriching women's lives, and I'm so happy to be a part of it. #MKGiveJoyFully #MyMKLife</p> <p>Personalize your post by answering the questions below!</p> <p><i>What would you say to Mary Kay Ash today? How has her legacy impacted you? When did you start your Mary Kay business? How are you celebrating today?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Sept. 16</p>	<p>Limited-Edition† Blissful Pomegranate <i>Satin Hands</i>® Pampering Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Masking Minis</p> <p>Limited-Edition† <i>Mary Kay</i>® Silkening Dry Oil</p> <p>Limited-Edition† <i>Mary Kay</i>® Vinyl Shine Liquid Lip Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Highlight Brush & Contour Sponge Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Men’s Hair and Body Wash Gift Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Women’s Fragrance Set</p> <p>Limited-Edition† <i>Mary Kay</i>® Gift Box Set</p> <p>Limited-Edition*</p>	<p>Snap a photo or create a short Instagram Reel introducing all the new products from the limited-edition† <i>Mary Kay</i>® Holiday 2022 products. See an example here!</p>	<p>The Mary Kay holiday product drop is HERE! 🥰 I’m so excited to share these festive finds with you.</p> <p>🎁 Which one is at the top of your wish list? #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which product(s) are you most excited about? Have you sampled or tried any of them already? Who would love receiving these as gifts? Do you plan on creating a holiday bundle? How can you help your customers get a jump start on their holiday shopping?</i></p>

	Gift With Purchase Fuzzy Socks		
	Limited-Edition* Gift With Purchase <i>MKMen</i> ® Dopp Kit		

TIP

Not sure where to start when sharing your #MyMKLife on social media? Try highlighting these three themes on how:

1. The Mary Kay opportunity helps you be who you want to be.
2. The Mary Kay opportunity allows you to sell products you can believe in.
3. The Mary Kay opportunity fits your life.

Need some inspo? Check out these [Social Media Post Examples!](#)

MARY KAY INTOUCH® > RESOURCES > DIGITAL ZONE > SOCIAL MEDIA CENTRAL > SUPPORTING MATERIALS

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Sept. 19</p>	<p>Limited-Edition† <i>Mary Kay</i>® Beauty Box</p>	<p>Create a short video or Instagram Reel of yourself unboxing the limited-edition† <i>Mary Kay</i>® Beauty Box. Be sure to show each product to the camera so the size and label are clear.</p> <p>PRO TIP: Add text or a voice-over to spice up your Reel. Learn how in this short tutorial.</p>	<p>I'm diving into beautiful delight! 🦋 Join me as I unbox my #MaryKayBeautyBox. This limited-edition box is filled with an assortment of Mary Kay treats. 👁️ Let's see what's inside! #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>How can this box help you make more "me" time? What is your favorite product inside the box? Share what you like about the box's pattern and packaging. Why is it a good gift? Who would enjoy treating themselves with this box (beauty enthusiasts, first-time customers, etc.)?</i></p>
<p>Thursday, Sept. 22</p> <p>First Day of Fall</p>	<p>Limited-Edition† <i>Mary Kay</i>® Warm Hues Eye Shadow Palette</p> <p>AND</p> <p><i>Mary Kay</i>® Gel Semi-Matte Lipstick in Subdued Nude</p> <p>OR</p> <p><i>Mary Kay</i>® Gel Semi-Shine Lipstick in Downtown Brown</p>	<p>Snap a photo of these two products styled with fall decor.</p> <p>OR</p> <p>Visit the Holidays topic in the <i>Mary Kay</i>® Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>My favorite color is autumn! 🍁 I'm already FALLing in love with the beauty of this new season. Happy #FirstDayOfFall! #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which products are you featuring? Describe how they look and feel once applied. How do they help you spice up your fall makeup wardrobe? Share a makeup look you can create using the autumn-inspired shades.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, Sept. 27		Share a photo of the last <i>Mary Kay</i> ® party you hosted!	<p>The party doesn't stop with #MyMKLife! 🎉 I always look forward to hosting parties, meeting new people and making more memories. #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Was the party in person or virtual? What is your favorite part of hosting a party? Do you have giveaways or prizes for your guests? What perks do you offer your party hosts?</i></p>
Friday, Sept. 30	Limited-Edition† <i>Mary Kay</i> ® Masking Minis	Style the Masking Minis with gifting materials such as gift bags, ribbon or tissue paper, and snap a photo.	<p>The giving season is here! 🎁 Gifting is super easy and super cute with these mini delights.</p> <p>Are you a gifting early bird like me? Leave a ❤️ if you've already started your holiday shopping. #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Who would enjoy receiving the Masking Minis as a gift? What other holiday products do you recommend?</i></p>

†Available while supplies last

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

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GET READY FOR OCTOBER!

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

MARY KAY®

OCTOBER 2022 SOCIAL MEDIA PLAYBOOK #MKGIVEJOYFULLY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, Oct. 4	Limited-Edition† Mary Kay® Highlight Brush & Contour Sponge Set Limited-Edition† Mary Kay® Vinyl Shine Liquid Lip Set List the Mary Kay Chromafusion® products you would use to create this look as well: Contour and Highlighter.	Take a short video or Instagram Reel of yourself creating a makeup look with these products.	I'm ready to shine! ✨ My makeup is glowing with these limited-edition sets. Here's a behind-the-scenes peek of how I created my look. #MKGiveJoyFully Personalize your post by answering the questions below! <i>What inspired your look? How did the makeup tools help you achieve your vision? Share how convenient these products are (ex: fit in makeup bag, use for touch-ups, etc.). Which shade from the Vinyl Shine Liquid Lip Set did you apply? What other Mary Kay® products are you using in your look?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Oct. 8</p>	<p>Limited-Edition† Blissful Pomegranate <i>Satin Hands</i>® Pampering Set</p>	<p>Take a Boomerang holding the set.</p>	<p>Prepping my hands for colder weather is as easy as 1, 2, 3!  Step 1: Protect and prepare with the Satin Hands Protecting Softener.  Step 2: Refine and polish with Satin Hands Satin Smoothie Refining Shea Scrub.  Step 3: Nourish and soothe with Satin Hands Nourishing Shea Cream.</p> <p>This Satin Hands Pampering Set is available in a Blissful Pomegranate scent for a limited time. 🧖‍♀️ I know your spa-loving friends will enjoy it as much as I do! #MKGiveJoyFully</p>