



# SOCIAL MEDIA GUIDELINES



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# MARY KAY



These guidelines will **EDUCATE** and equip you with the social media savviness that could lead you to the next level of social media success in your business. Understanding these principles before you post may **EMPOWER** you to be even more effective in your communications while staying compliant with the terms of your Mary Kay Agreement(s). With these helpful tips, you can engage with your current and prospective customers using social media while you **PROTECT** the Mary Kay brand, your business and the Mary Kay opportunity!

## 1 PROTECT THE BUSINESS MODEL.

**Principle:** The Mary Kay business model is that of a **direct sales** company, which means our products are sold at retail by Mary Kay Independent Beauty Consultants to their customers, person-to-person away from fixed retail locations, including flea markets or unauthorized websites such as Amazon, eBay, Poshmark or other online stores. Remember, social media can be used to communicate with your current and prospective customers but should not become an online retail store.

**Social Media Selling Sites:** Some social media platforms host marketplaces such as Facebook Marketplace, online garage sales or swap meets. There are also apps designed to promote the sale of items, such as 5Miles or Offer Up. Displaying or offering *Mary Kay*® products for sale on these platforms is inconsistent with the direct sales business model.

**CAUTION:** If the Company determines that an Independent Beauty Consultant (IBC) is **1)** selling *Mary Kay*® products on unauthorized websites, apps or other unauthorized channels, **2)** having someone else sell products on unauthorized websites on their behalf or **3)** knowingly supplying products to be sold on such sites, the Independent Beauty Consultant's Mary Kay Agreement(s) will be subject to termination, and the Independent Beauty Consultant may be subject to further legal action.

## 2 IMPORTANT SOCIAL MEDIA PLATFORM RULES YOU SHOULD KNOW

**Principle:** You should read and comply with the terms and conditions of any social media site you use before posting about your Mary Kay business. The terms and conditions (and related policies) for each social media platform (Facebook, Instagram, X, TikTok, Pinterest, etc.) can differ greatly and can frequently change. Therefore, it is important to review and understand the site's terms and conditions to prevent the platform's administrators from removing your page or profile.





## 3 RESPECT OTHER'S TRADE NAMES, TRADEMARKS AND INTELLECTUAL PROPERTY.

**Principle:** Intellectual Property generally means anything related to a company or individual brand including, but not limited to, trademarks (e.g., Nike, Coca Cola, Apple, MARY KAY) trade names, and copyrights (e.g., company-created imagery, designs, etc.). Just as Mary Kay protects its intellectual property, so do other brands and celebrities. Please do not use images or videos from other sources, including but not limited to images created by other Independent Beauty Consultants, other companies, or the internet, as you do not have proper rights for those assets. If you are utilizing AI to create assets, you need to ensure the images do not contain protected intellectual property that belongs to someone else. Anything from the Mary Kay U.S. social media channels are available for you to natively share within those apps. You should not screenshot images or screen record videos to post as your own. You can also utilize the company created assets located in the digital library, as long as they are not modified.

To respect the intellectual property rights of others, you should never suggest or hint at an affiliation between Mary Kay or your Mary Kay business and another brand, a celebrity or sponsored event.

### DON'T



Beyoncé wears Mary Kay



Shaun White knows the value of this amazing Korean beauty secret! He's rocking his bio-cellulose mask! I have great news for you! You don't have to travel all the way to Korea! Your MK girl has them in stock just for you!  
[#mymklife](#) [#biocellulose](#)

**CAUTION:** Sponsors may actively search for and take legal action against businesses or individuals who falsely suggest they are affiliated with or are a sponsor of the event. Even the use of a hashtag could subject you or Mary Kay to enforcement action. As an example, you should avoid posting messages like, "Go for the gold with these great new *Mary Kay*® products! #Olympics."

**Tip:** If Mary Kay is an official sponsor of a particular event or program, the Company will let you know how you can appropriately discuss these events with your customers on social media.





## 4 PROTECT THE BRAND.

**Principle:** A company's greatest asset is its brand. Consumers conduct business with brands they trust. The name "Mary Kay" along with our many product names, other trademarks and copyright-protected images and materials are owned by Mary Kay Inc. and are part of the Company's intellectual property portfolio. Our brand is well-known and respected throughout the United States and in many foreign countries. To help protect the integrity of our brand, the Company grants Independent Beauty Consultants limited permission to use our intellectual property on social media in connection with their Mary Kay businesses that will be explained throughout these guidelines.

**NAMING YOUR SOCIAL MEDIA ACCOUNT(S):** You are not authorized to use any Mary Kay names or trademarks such as "Mary Kay" or "MK" when naming pages or accounts that are not solely dedicated to your Mary Kay business. This would include your personal pages, professional or creator accounts or any group pages created from your personal page. Remember, you can add your affiliation with Mary Kay in the About section of your profile.

DO	DON'T
Jane Smith	Jane Smith, Mary Kay
@janesmith	@janesmithMK
@jsmith	@janelovesmarykay

**NAMING MARY KAY-CENTRIC SOCIAL MEDIA ACCOUNT(S):** While you are an active Independent Beauty Consultant, you do have permission to use "Mary Kay" or "MK" in the name of your social media accounts that are solely for your Mary Kay business. This would include your Mary Kay business page or group created from your business page.

DO	DON'T
Jane Smith, Mary Kay Independent Beauty Consultant	Jane Smith, Mary Kay
@janesmithMK	Jane Smith, The Best Mary Kay Consultant
@janesmithMKIBC	Jane's Mary Kay Page
@jsmithMK	@janelovesmarykay
@jsmithMKIBC	@soccermomMK
@janesMK	
@janesMKIBC	
@Jane Smith, Mary Kay IBC	





# SOCIAL MEDIA GUIDELINES



**NAMING YOUR FACEBOOK GROUP:** Before you set up a Facebook group, make sure your account is named in compliance with Mary Kay standards. Business accounts include Facebook Business Pages, Facebook groups and Instagram Business Pages.

**CREATED FROM A PERSONAL PROFILE:** You may not use the Company's IP in the name of a group created from your personal profile.

DO	DON'T
Jane's VIP Beauty Group	Jane's Mary Kay VIP Beauty Group

## CREATED FROM A BUSINESS PAGE

DO	DON'T
Jane's Mary Kay VIP Beauty Group	Jane Smith, Mary Kay
Jane Smith, Mary Kay Independent Beauty Consultant	Jane Smith, The Best Mary Kay Consultant
	Jane's Mary KayPage

**Tip:** **Correctly Describing Your Relationship With Mary Kay:** When describing your relationship with Mary Kay on social media, it is important to share accurate information regarding your independent contractor status. You are authorized to state your affiliation with Mary Kay in the About section. Examples of appropriate descriptions in your social media profile include *self-employed, independent business owner, Mary Kay independent business owner, Mary Kay Independent Beauty Consultant, Mary Kay Independent Sales Director or Mary Kay Independent National Sales Director*, as applicable.

**CAUTION:** Should your Agreement(s) with the Company terminate for any reason, you will be required to immediately remove or delete your Mary Kay-centric social media accounts/pages, such as your Mary Kay business page, and remove any Mary Kay affiliation in the name or About section of your non-Mary Kay-centric pages.





## 5 COMMUNICATING ABOUT YOUR MARY KAY BUSINESS ON SOCIAL MEDIA

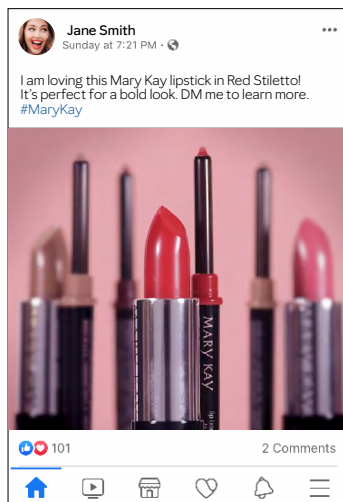
**What can you share about your Mary Kay business on social media?** The answer is a lot! When communicating on social media about your Mary Kay business, determining which type of message to share will depend on the intended audience of each platform.

### WHAT CAN I POST ON MY PERSONAL ACCOUNT(S)?

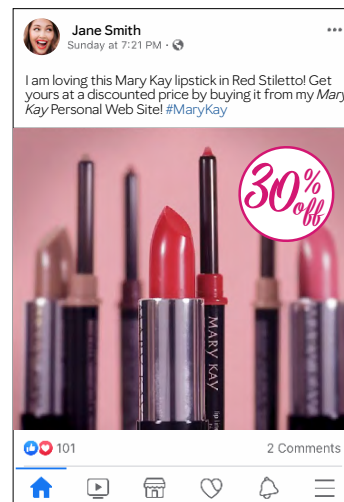
#### INFORMATIONAL MESSAGES:

- Shows the love of a *Mary Kay*® product and enthusiasm about your Mary Kay business.
- You may also include certain calls to actions such as “Learn more”, “For more information” or “Contact me” as it is only an invitation for your audience to learn more about what is shared on your post, and it is not a solicitation to do business with you. You may also include a link to your *Mary Kay*® Personal Web Site so your followers can learn more about the products.
- You can post about how your Mary Kay business fits your life and share that there is up to a 50% profit potential\* on everything you sell at suggested retail price as an active Independent Beauty Consultant.
- Can be shared anywhere on social media
- **EXAMPLE:** I love this *Mary Kay*® lipstick!

### DO



### DON'T



Jane should not post a message on her **personal** social media page that solicits purchasing from her Mary Kay business or offering a discount or special offer.



**Tip:** You can ask your followers on your personal page to follow your business accounts by sharing an informational message and including your link.

**EXAMPLE:** Follow my business page to learn more about *Mary Kay*® products and an exciting business opportunity: (Add your link here.)



# SOCIAL MEDIA GUIDELINES



## WHAT CAN I POST ON MY BUSINESS OR PROFESSIONAL ACCOUNT(S)?

### COMMERCIAL MESSAGES:

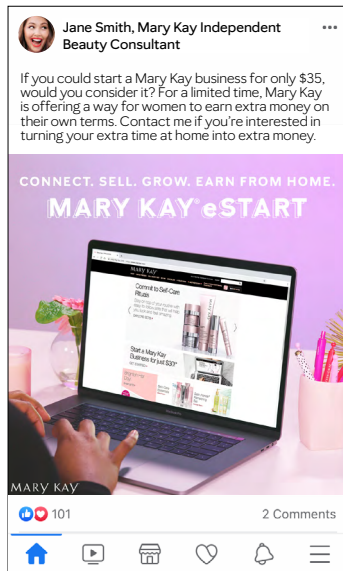
- Ask an individual to engage in business with you.
- Share the Mary Kay opportunity and build your team.
- Include a call to action, such as “Contact me to get yours at a discount”, “Click here to get a free gift with your order” or “Click here to learn more about joining my team.”
- **EXAMPLE:** I love this *Mary Kay*® lipstick! Buy one get one free!
- **EXAMPLE:** I love my Mary Kay business! Ask about joining my team!

### TEAM BUILDING MESSAGES

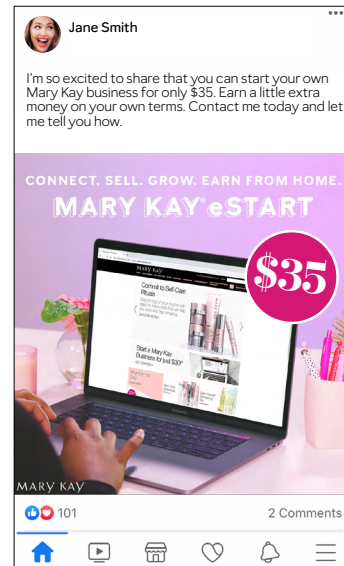
**Solicitations to start a Mary Kay business with you are always considered commercial messages and can only be posted on a business or professional account.**

- Mary Kay Ash’s personal philosophy was to “hand pick” her new team members. For this reason, the Company does not authorize posts from your personal accounts or on YouTube videos that invite followers to join your team.

## DO



## DON'T



This is Jane’s personal account, therefore, she should not post team-building messages on her personal accounts.





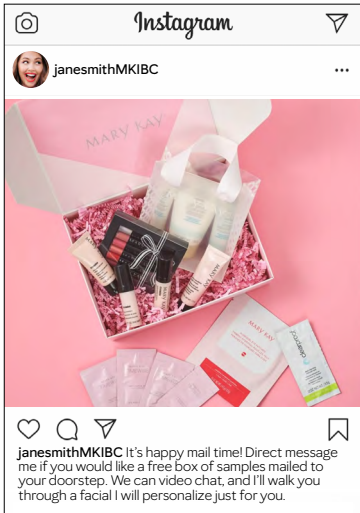
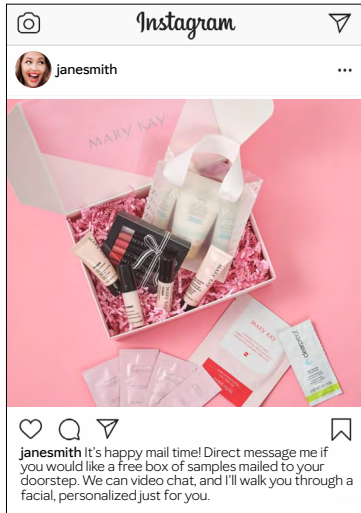
# SOCIAL MEDIA GUIDELINES



## WHAT CAN I POST ON MY BUSINESS OR PROFESSIONAL ACCOUNT(S)? (Cont.)

### GIVEAWAYS, FREE PRODUCT, FREE SAMPLES, PROMOTIONS OR SALES

- Giveaways, free products, free samples, promotions or sales can only be posted on a business or professional account.
- Special offers *must* include a start and end date.
- You should also review the platform’s terms of service for any rules regarding special offers.

DO	DON'T
	 <p data-bbox="889 1012 1349 1102">This is Jane’s personal Instagram page; therefore, she should not offer free samples as an incentive to contact her.</p>

**Recap:** **PERSONAL ACCOUNTS** – ONLY informational messages.

**BUSINESS OR PROFESSIONAL ACCOUNTS** – Informational, commercial messages and team-building messages.

**CAUTION:** Think about the content and images you are considering posting. When communicating online, nothing is truly private, and each post or message becomes a documented record. Posting content that could be construed as offensive, controversial, distasteful, or damaging to the reputation of the Company’s brand should not be posted and constitutes a violation of the terms of the Mary Kay Agreement(s).

**Tip:** If you want to use Company-copyrighted photos or images, only use images that are available through the “SHARE” feature of official Company social media sites or resources made available on the Digital Image Library without modifying or altering the images.







# SOCIAL MEDIA GUIDELINES



## PAID ADS/SPONSORED ADS

To start using paid social media ads, you must agree to the [Paid Advertisements on Social Media Terms and Conditions](#) available on *Mary Kay In Touch*®. Currently, the Company only allows you to use its intellectual property and brand for paid ads on Meta (Facebook and Instagram). Paid ads incorporating any Mary Kay intellectual property or brands may only be published using your Facebook Business page or a professional (business or creator) Instagram account. The content should be limited to the promotion of *Mary Kay*® products, promotion of YOUR services as an Independent Beauty Consultant, events about products, and gifting ideas using *Mary Kay*® products. They can only include the suggested retail price from *The Look* and from Company-approved promotions.

**The Company does not allow team-building messages on paid ads/sponsored ads.**

## 6 ADDITIONAL GUIDELINES

### VIDEO GUIDELINES

When creating and posting a video on social media, remember that the rules about informational and commercial messages still apply.

A few tips to know about videos before posting a video to any social media platform:

DO	DON'T
<ul style="list-style-type: none"> <li>• Create videos of makeup tutorials or your skin care routine.</li> <li>• Always apply product to yourself and not others.</li> <li>• Provide accurate and safe application information and techniques. Visit <i>Mary Kay In Touch</i>® to learn more about proper product application.</li> <li>• Include links to marykay.com, your <i>Mary Kay</i>® Personal Web Site or your business social media pages.</li> <li>• Accurately describe your video in the title and description.               <ul style="list-style-type: none"> <li>– How I Use Mary Kay Clinical Solutions® in My Skin Care Routine</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Do not feature copyrighted music.</li> <li>• Do not feature minors or adults who have not authorized you to show them on camera.</li> <li>• Do not create videos about team building for nonbusiness accounts, such as YouTube.</li> <li>• Do not create videos about promotions or special offers for non-business accounts, such as YouTube.</li> <li>• Do not mislead or use copyrighted terms in your video's title and description.               <ul style="list-style-type: none"> <li>– This Product is Better than Botox®</li> </ul> </li> </ul>

### PROMOTING OTHER BUSINESSES

Do not sell or promote non-Mary Kay products or services to your social media following if they fall into one of the four categories:

- Another direct sales opportunity.
- A competing fragrance or beauty/skin care product.
- Business service, tools, books, planners, etc. related to running a Mary Kay business.
- Products or services that pose reputational or brand issues.





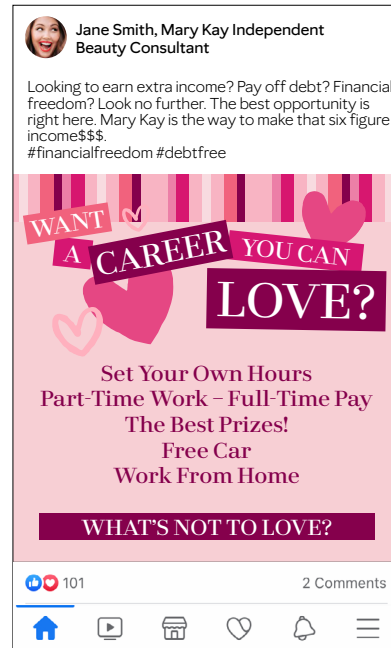
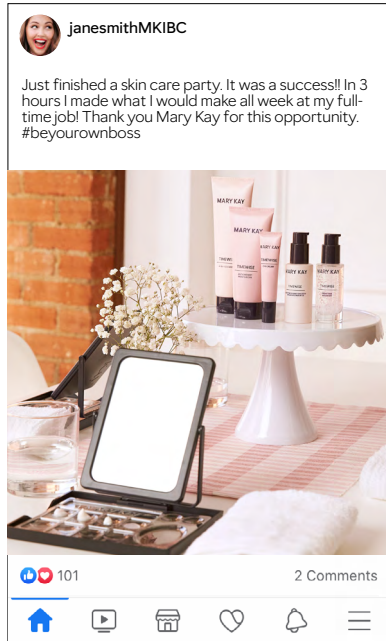
# SOCIAL MEDIA GUIDELINES



## IMPROPER EARNINGS REPRESENTATION/EARNINGS CLAIMS

- Posts regarding how much you earn, even if accurate, or how much someone else could earn with a Mary Kay business **must not be shared on social media**. These are considered earnings claims and constitute a serious violation of the terms of the Mary Kay Agreement(s) and the [DSA Code of Ethics](#). You can share this information one-on-one via private mediums like direct messages.

## DON'T





# SOCIAL MEDIA GUIDELINES

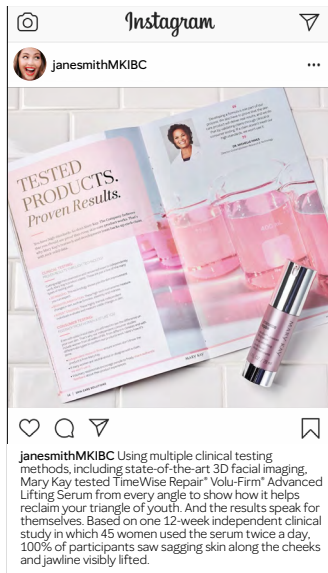


## PRODUCT CLAIMS

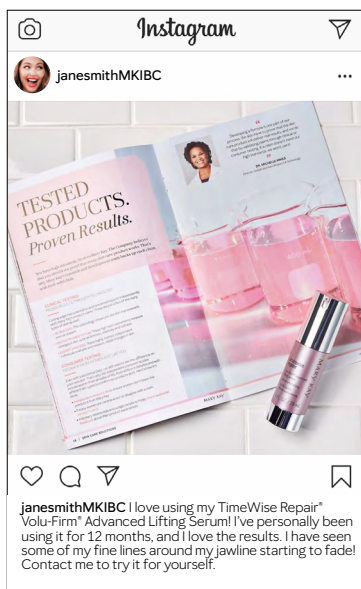
If you would like to talk about the benefits, results or ingredients of a product:

- You should use the exact supported claims published by the Company, which are available in product fact sheets found on *Mary Kay InTouch*® or on [www.marykay.com](http://www.marykay.com).
- Making claims that have not been tested and supported by the Company could open the door for FTC and federal regulators to take legal action against you and/or the Company.
- You should feel free to share your own opinion and personal experience with a product, as long as you are truthful and accurate.

### DO

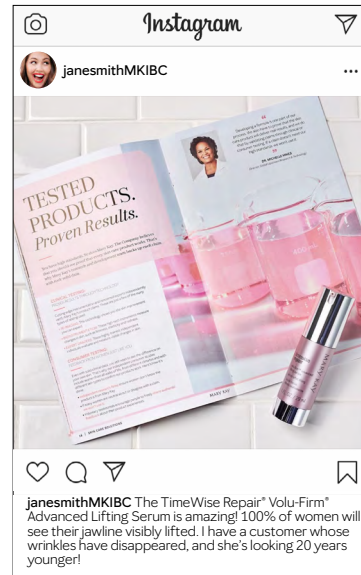


Jane copied this claim from [marykay.com](http://marykay.com), so she knows that the claim is accurate.



You can post results from yourself or from your customers if you have their explicit permission to do so. Indicate that it is her personal opinion or experience, and the information that she is giving appears truthful and accurate.

### DON'T



Jane rewrote the product claim from [marykay.com](http://marykay.com), and it is misleading and inaccurate. Additionally, Jane mentioned her customer's results, which is not a representation of her own opinion and also misleading.



## CAREER CAR DOS & DON'TS

To provide better transparency and context to consumers about the Mary Kay Career Car program and/or earning the use of a Pink Cadillac, the Company has created education to guide independent sales force members to create compliant posts that aim to avoid unwanted legal or regulatory attention while at the same time allowing you to share the great news on social media.

**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 the 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 <https://www.marykay.com/en-us/sell-mary-kay/career-car-program>.

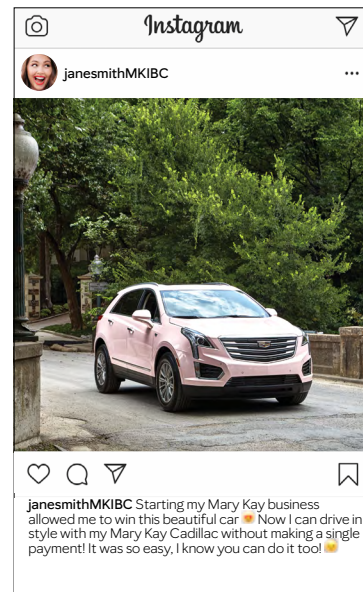
### DO

- Always be truthful and accurate in what you post.
- Emphasize that you **EARNED THE USE** of a Career Car.
- **CONTEXT IS KEY.** Consider talking about how long you have been in business and how much work and dedication it took to earn the use of the Career Car.
- This helps give someone who knows nothing about the Mary Kay opportunity better insight into your achievement.
- Add the disclosure statement in the caption of the post.



### DON'T

- Don't refer to Career Cars as "free" or having "won."
- Don't mention a car payment or the cost or value of the car.
- Don't use images or words that could lead your audience to believe that a Career Car is something guaranteed or easily achieved by starting a Mary Kay business.
- Don't add the disclosure in the comments.



Jane should not post a message that includes that she won a car or the cost of the car. Additionally, Jane should not include a misleading message that earning the use of a Mary Kay Cadillac is "so easy." She needs to add the disclosure statement in the caption of her post, as well as the link to the Career Car Program on [marykay.com](https://www.marykay.com).



## SOCIAL MEDIA GUIDELINES



### KEYWORDS AND CONCEPTS YOU SHOULD NOT USE ON SOCIAL MEDIA OR THE INTERNET:

- Be your own boss
- Career income
- 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
- Passive income
- Pay off debt
- Permanent income
- Quit college
- Quit school
- Quit your job
- Replace your income
- Residual income
- Retire
- Riches
- Significant earning potential
- Six-figure income
- Top 5% income
- Unlimited income
- Won a Car



All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.

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