

# MARY KAY

## SUMMER 2024 SOCIAL MEDIA PLAYBOOK

#MYMKSKIN | #MYMKLIFE

LET'S WIN WITH SKIN AND NEXT-GEN!



There is so much opportunity to grow your business by promoting *Mary Kay*<sup>®</sup> products AND the Mary Kay opportunity to the next generation (aka next-gen). Social media is an essential resource to reach these younger people, especially since they are actively shopping for beauty products on the platforms! Check out the three tips below to try out this summer to appeal to the next-gen of customers.

- **Promote #Skinmalism**

Less is more! #Skinmalism is trending on different platforms, such as TikTok, that the next generation of customers frequent. Younger consumers do not want a 12-step skin care routine; they want fewer products that do more for them. Take advantage of the launch of the *Mary Kay*<sup>®</sup> Skin Care line, which is designed for those who are not yet looking for age-defying benefits, and promote this easy four-step regimen with minimalistic packaging.

- **Meet Them on TikTok**

Did you know 47.4% of TikTok users are under the age of 30? Younger generations are looking for brand recommendations on this platform and treat TikTok like they do Google. For example, users will go to the search bar on TikTok and type in “Best skin care for oily skin.” If you create a TikTok video and use keywords that consumers often search for in the caption of your post or as text overlay in the video, your content will be much more discoverable by prospective customers! Learn more about how to use this important social media platform with the [Social Media Savvy: TikTok module on MKConfident™](#).

- **Extend Your Reach With Paid Social Media Ads**

You now have the option to create paid social media ads on Facebook and Instagram targeting anyone in the United States. With extended targeting capabilities, you can set your age range on your ads to reach the audience of your choice. Paid social media ads are excellent ways to ensure your content reaches a younger audience. Learn more about how to get started on paid social media advertising [here](#).

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## THE PLAYBOOK LOOKS A LITTLE DIFFERENT

Paid social media advertising offers you the opportunity to amplify your social posts and extend your reach to new connections. That is why this Playbook gives you recommendations on how to make the most of your hard work in the Caption/Paid Tip column!

When you are building the target audience for your social media ad, you can refine by using "interest" keywords. This Playbook gives you tips on what kind of interest keywords you can use based on the product highlighted in the post. You can also think about utilizing similar products from other beauty brands, listing the product name and brand name as keywords. What specific brands or products to target is up to you and what kinds of potential customers you would like to reach. Please know that these "Interest keywords" are only visible to you, and do not show in your social ad.

The content ideas provided in this Playbook are good for posting to your social accounts or creating social media ads. If you would like to create a paid social media ad, click [this link](#) to learn more.

As a reminder, you can only run paid social media ads that focus on the four content pillars listed below. All ads must also contain the words "Mary Kay" in the caption for discoverability, which is why all the captions we provide in the playbook include "Mary Kay." Ads about the Mary Kay opportunity are not permitted currently.

1. **Products:** Talk about their benefits, ingredients, how to use them, upsells and cross-sells! If you want to include prices, you can use the suggested retail prices you see in *The Look*. Personal discounts or promotions should not be included, and you should only use approved product claims.
2. **Services:** Promote the personalized services you offer as a Mary Kay Independent Beauty Consultant, whether it's helping your customers find the perfect skin care products for their needs or offering makeup tutorials.
3. **Gifting:** Mother's Day and Father's Day are coming up! There is always a reason for gifting *Mary Kay*® products! You can put together quick grab-n-go *Mary Kay*® gift sets, and advertise your creations on social media for those special occasions. Remember, if you are promoting prices, only include suggested retail prices.
4. **Events about products:** Invite more people to attend virtual or in-person events related to products, such as skin care classes, makeup workshops and open houses. Do not advertise any events related to team-building.

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Friday, May 3</p>	<p>Your favorite <i>Mary Kay</i><sup>®</sup> foundation</p>	<p>Snap a photo of the various foundation shade ranges and finishes!</p> <p>INSPO: <a href="#">This picture</a></p> <p>OR</p> <p>Snap a photo of yourself holding your new summer foundation shade!</p> <p>INSPO: <a href="#">This picture</a></p>	<p><b>Caption</b> ☀️ 😊 Summer shade check-in! Are you stocked up on your summer foundation shade? 👁️ 🛒 Now is THE time to swap your current foundation for a deeper shade or for one with a more luminous finish for that perfect summer glow! ✨ DM me to order now or to find out which Mary Kay foundation fits your summertime vibe!</p> <p><b>Personalize your caption by answering the questions below!</b> <i>When do you typically swap out your foundation shade? Do you have tips to help someone find their perfect shade?</i></p> <p><b>Tip for a Paid Social Ad</b> Create an audience with relevant interest keywords such as “concealer” or “foundation.” You can also do your research and find brands with similar products, such as “NARS Cosmetics,” to add in as additional audience keywords. Set your objective as “Get more website visitors” if you have a <i>Mary Kay</i><sup>®</sup> Personal Web Site, and drop in the specific link for the <a href="#">Foundations page</a>.</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Monday, May 6</p> <p>Preparing for Mother's Day</p>	<p>White Tea &amp; Citrus <i>Satin</i> <i>Hands</i>®</p> <p>Pampering Set</p> <p>AND</p> <p>White Tea &amp; Citrus <i>Satin</i> <i>Body</i>® Whipped Shea Crème</p>	<p>Take a video of yourself wrapping the White Tea &amp; Citrus <i>Satin</i> <i>Hands</i>® Pampering Set and <i>Satin</i> <i>Body</i>® Whipped Shea Crème as gifts for Mother's Day.</p>	<p><b>Caption</b></p> <p>Mother's Day is just around the corner! 🌸👩 And I've got two gift suggestions from Mary Kay to pamper her right. 🙌</p> <p>♡ Satin Hands Pampering Set ♡ Satin Body Whipped Shea Crème</p> <p>DM me for more Mother's Day gift ideas or to learn more about these fabulous products! 🎁💬</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How has your mother or other mothers in your life positively affected you? What other Mary Kay® products are good to gift for Mother's Day?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Create an audience with relevant interest keywords such as "Mother's Day" or "self-care." You can also target audiences interested in similar brands such as "Bath &amp; Body Works." Set the duration of your ad to run through Mother's Day.</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Thursday, May 16</p>	<p>Mary Kay® Skin Care Line</p>	<p>Take a picture of the NEW Mary Kay® Skin Care line on your bathroom counter.</p> <p>INSPO ON HOW TO STYLE THE LINE: <a href="#">This picture</a></p>	<p><b>Caption</b></p> <p>Looking for a simple, effective skin care routine? 🤖 I GOT you! 🙌</p> <p>Introducing the NEW Mary Kay Skin Care line! ❤️ Perfect for skin care newbies, this four-step regimen:</p> <p><b>1</b> Cleanses:</p> <ul style="list-style-type: none"> <li>💧 Hydrating Cleanser – for normal to dry skin.</li> <li>💖 Mattifying Cleanser – for combination to oily skin.</li> </ul> <p><b>2</b> Exfoliates:</p> <ul style="list-style-type: none"> <li>🐼 Exfoliating Scrub – Use 2 or 3 times a week to polish away dead skin cells and unclog pores.</li> </ul> <p><b>3</b> Tones:</p> <ul style="list-style-type: none"> <li>🌟 Balancing Toner – Restore skin’s natural balance for added vibrance.</li> </ul> <p><b>4</b> Moisturizes:</p> <ul style="list-style-type: none"> <li>💧 Hydrating Moisturizer – nongreasy, lightweight formula.</li> <li>🧴 Mattifying Moisturizer – gel-cream formula that is also oil-mattifying.</li> </ul> <p>Leave a ❤️ in the comments if you’re ready to start your skin care journey! #MyMKSkin</p>

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			<p><b>Personalize your post by answering the questions below!</b> <i>What other Mary Kay® skin care products would you recommend using with this line? Who will you be gifting this skin care line to?</i></p> <p><b>Tip for a Paid Social Ad</b> Set the target age range as 18–26 years old. Include relevant interest keywords in the audience targeting such as “skin care” and “moisturizer.” You can also consider targeting audiences interested in similar brands such as “CeraVe skin care.” Set your objective as “Get more website visitors” if you have a <i>Mary Kay®</i> Personal Web Site, and drop in the specific link to the <i>Mary Kay®</i> Skin Care line page.</p>
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## *new!* SOCIAL MEDIA EDUCATION ON VIDEO LIBRARY

We put together several social media education videos just for you! Visit the Video Library [here](#) to watch four new videos. The topics discussed include:

- Build a Community on Social Media
- Make Your Content More Discoverable on Social Media
- Three Common Mistakes to Avoid as a Social Creator
- How to Build a Personal Brand on Social Media

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Monday, May 20</p>	<p>Mary Kay® Clear Brow Styling Gel</p>	<p>Take a short video showing yourself applying NEW Mary Kay® Clear Brow Styling Gel to your eyebrows.</p>	<p><b>Caption</b>            Anyone else feel like there's a new brow trend every day? 🤖            Regardless, I'm keeping my brows together with NEW Mary Kay Clear Brow Styling Gel. 🙌 Use it on its own for a natural, laminated look or pair it with other Mary Kay brow products, such as the Precision Brow Liner, for added definition! 🖍️</p> <p>Ready for brows that wow? 😍            DM me or leave a comment! 💬</p> <p><b>Personalize your post by answering the questions below!</b>  <i>What other Mary Kay® brow products would you recommend using with Mary Kay® Clear Brow Styling Gel? How do you typically style your eyebrows?</i></p> <p><b>Tip for a Paid Social Ad</b>            Create an audience with relevant interest keywords such as "microblading." You can also consider targeting audiences interested in similar brands such as "Anastasia Beverly Hills" or "Benefit Cosmetics." Set your objective as "Get more website visitors" if you have a Mary Kay® Personal Web Site, and drop in the specific link to the Mary Kay® Clear Brow Styling Gel page.</p>

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DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Thursday, May 23</p> <p>Memorial Day Weekend Prep</p>	<p>NEW Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30*</p>	<p>Style your NEW Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* with a beach or pool bag and other warm weather essentials, then snap a picture!</p>	<p><b>Caption</b></p> <p>Me when I remember that I'm about to have a three-day weekend and summer's starting: 🏖️ 😊 🙌 🎉</p> <p>Me when I remember that some people don't know to protect their skin this summer with 🌞 NEW 🌞 Mary Kay Mineral Facial Sunscreen Broad Spectrum SPF 30*: 😞 🙅 🤔 😞</p> <p><b>Personalize your post by answering the questions below!</b>  <i>What other Mary Kay® products are you excited to use this summer? How often do you recommend reapplying sunscreen throughout the day?</i></p> <p><b>Tip for a Paid Social Ad</b>            Create an audience with relevant interest keywords such as "sunscreen," "summer" or "sun tanning." Select an ad duration that runs through Memorial Day weekend. Set your objective as "Get more website visitors" if you have a Mary Kay® Personal Web Site, and drop in the specific link to the <a href="#">Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* page</a>.</p>



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DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Tuesday, May 28</p>	<p>Limited-Edition† <i>Mary Kay</i>® Sparkle Cream Lipstick in Empower and Positive Impact</p>	<p>Take a short video of yourself swatching the limited-edition† <i>Mary Kay</i>® Sparkle Cream Lipsticks on your arm or on your lips.</p> <p><b>Pro tip:</b> Be sure to use the flash to capture the glitter effect in the formula!</p>	<p><b>Caption</b> Just stopping by to sprinkle some sparkle on your feed! ✨ ✨ Not only are these limited-edition <i>Mary Kay</i> Sparkle Cream Lipsticks pure glittering gorgeousness, 😍 but with each lipstick sold in the United States from April 26 through Sept. 15, 2024, <i>Mary Kay</i> Inc. will donate \$1 to the <i>Mary Kay</i> Ash Foundation! 🙌 ❤️</p> <p>Let's give back one shimmering pout at a time! 💋</p> <p><b>Personalize your post by answering the questions below!</b> <i>Which shade is your favorite?</i> <i>How has <i>Mary Kay</i> impacted and/or empowered you?</i></p> <p><b>Tip for a Paid Social Ad</b> Create an audience with relevant interest keywords such as “lipstick” or “lip gloss.” You can also consider targeting audiences interested in similar brands such as “MAC Cosmetics” or “Pat McGrath.” Make sure the ad does not have a duration that extends past the donation promotion.</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Saturday, June 1</p> <p>Acne Awareness Month</p>	<p><i>Clear Proof</i><sup>®</sup> Acne System</p>	<p>Snap a picture of the <i>Clear Proof</i><sup>®</sup> Acne System on your vanity.</p> <p>OR</p> <p>Post a before-and-after photo of how the <i>Clear Proof</i><sup>®</sup> Acne System has changed your or a customer's skin (if applicable).</p>	<p><b>Caption</b></p> <p>Hey, you! 🙌 Did you know that June is Acne Awareness Month? 🤔 📅 Acne is one of the most common skin care concerns for ALL ages, not just teens (looking at YOU second puberty), which is why I ALWAYS suggest the Clear Proof Acne System as the perfect regimen to combat acne! 📣 📌 DM me to learn how to clear up your skin! 😊 #MyMKSkin</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How have Clear Proof<sup>®</sup> products affected your or your customer's confidence? What are some common misconceptions you have heard about acne?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Set the target age range as 18-30 years old to reach a more acne-prone audience. Include relevant interest keywords in the audience targeting such as "skin care" or "cleanser." Set your objective as "Get more website visitors" if you have a <i>Mary Kay</i><sup>®</sup> Personal Web Site, and drop in the specific link to the <a href="#">Clear Proof<sup>®</sup> Acne System</a>.</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Wednesday, June 5</p>	<p>Limited-Edition<sup>†</sup> <i>Mary Kay</i><sup>®</sup> Matte Liquid Lipsticks in Soft Fawn, Rich Mahogany and Red Noir</p>	<p>Snap a picture of yourself wearing your favorite shade of NEW limited-edition<sup>†</sup> <i>Mary Kay</i><sup>®</sup> Matte Liquid Lipstick, and follow it with a picture of all the lipstick shades.</p> <p><b>INSPO:</b> <a href="#">This carousel</a></p>	<p><b>Caption</b></p> <p>Soft, summery shades are always cute, but I'm ready to break out of the ordinary and make a BOLD summertime statement with these three limited-edition Mary Kay Matte Liquid Lipsticks! 🌸💄☀️</p> <p>These sultry summer stunners come in the following shades:</p> <ul style="list-style-type: none"> <li>🦊 Soft Fawn</li> <li>♥️ Rich Mahogany</li> <li>🌺 Red Noir</li> </ul> <p>Ready to meet your matte? 💕 Leave an emoji below for which shade is catching your eye. 😊</p> <p><b>Personalize your post by answering the questions below!</b> <i>What shade are you reaching for the most? What other lip products would you recommend using with NEW limited-edition<sup>†</sup> Mary Kay<sup>®</sup> Matte Liquid Lipstick?</i></p> <p><b>Tip for a Paid Social Ad</b> Boost this post on Instagram or run a Meta ad and create an audience with relevant interest keywords such as "lipstick," "lip gloss" or "lip balm."</p>

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DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, June 8  National Best Friends Day		Share pictures of all the best friends you have made through Mary Kay!	<b>Caption</b> Shout-out to Mary Kay for introducing me to some of my best friends! Sending you guys so much love this #NationalBestFriendsDay! #MyMKLife ❤️ 👯  <b>Personalize your post by answering the questions below!</b> <i>How does Mary Kay encourage deep connections? What friends have you encouraged to start a Mary Kay business?</i>

## BROWSE THE DIGITAL IMAGE LIBRARY

Did you know that on average 20 new images are added to the Digital Image Library on the first of every month? If you are looking to supplement the content you create for your own social media with Company-provided imagery, check out the Digital Image Library [here](#). There are hundreds of assets to choose from to help you more easily create content for social media. If you're looking to download videos instead of images to use on your social media accounts, check out the [Downloadable section in the Video Library](#).

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Monday, June 10</p> <p>Prep for Father's Day</p>	<ul style="list-style-type: none"> <li>• <i>MKMen</i><sup>®</sup> skin care products</li> <li>• Your favorite <i>Mary Kay</i><sup>®</sup> colognes</li> </ul>	<p>Take a flat lay picture of the <i>MKMen</i><sup>®</sup> products and/or <i>Mary Kay</i><sup>®</sup> colognes you recommend gifting for Father's Day.</p>	<p><b>Caption</b></p> <p>Father's Day is coming up! And I've got the perfect Mary Kay gifts for all dad's needs! 🧑🏻👔🎁</p> <p>Need to update his skin care game? 🧑🏻🧴 MKMen Regimen! Need something to keep him smelling good and feeling confident? 😎👓 Mary Kay colognes!</p> <p>Need more Father's Day gift ideas? DM me or leave a comment below! 👉</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What Mary Kay<sup>®</sup> colognes do you recommend for men? What MKMen<sup>®</sup> skin care product do you recommend as a gift?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Boost this post on Instagram or run a Meta ad, and create an audience with relevant interest keywords such as "Father's Day" and "shaving." You can also consider targeting audiences interested in similar brands such as "Dollar Shave Club." Consider including Men and Women in the gender targeting of your ad. Set the duration of your ad to run through Father's Day.</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Friday, June 21</p> <p>First Day of Summer</p>	<ul style="list-style-type: none"> <li>• <i>Mary Kay</i><sup>®</sup> Mineral Facial Sunscreen Broad Spectrum SPF 30*</li> <li>• <i>TimeWise</i><sup>®</sup> Daytime Defender Sunscreen Broad Spectrum SPF 30*</li> <li>• <i>TimeWise Repair</i><sup>®</sup> <i>Volu-Firm</i><sup>®</sup> Day Cream Sunscreen Broad Spectrum SPF 30*</li> <li>• <i>MKMen</i><sup>®</sup> Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*</li> </ul>	<p>Take a video of yourself applying <i>Mary Kay</i><sup>®</sup> sunscreen.</p> <p>INSPO: <a href="#">This video</a></p>	<p><b>Caption</b></p> <p>Checking in to make sure you're reapplying your sunscreen. 🧴☀️</p> <p>Remembering to apply AND reapply your sunscreen in the summer heat, when the sun's at its brightest, is crucial for maintaining healthy skin! 🙌🧴</p> <p>Lucky for you, I've got the perfect Mary Kay sunscreen for any of your skin needs. 🙌🧴</p> <p>#MyMKSkin</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What steps are you taking to protect your skin this summer?</i></p> <p><i>What other Mary Kay<sup>®</sup> products do you use to take care of your skin in the summer?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Boost this post on Instagram or run a Meta ad, and create an audience with relevant interest keywords such as "sunscreen," "summer" or "sun tanning." Set your objective as "Get more website visitors" if you have a <i>Mary Kay</i><sup>®</sup> Personal Web Site, and drop in the specific link to the <a href="#">Mary Kay<sup>®</sup> Sun Care page.</a></p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Sunday, June 23</p> <p>National Pink Day</p>	<p>Your favorite pink-packaged <i>Mary Kay</i><sup>®</sup> products:</p> <ul style="list-style-type: none"> <li>• <i>Mary Kay</i><sup>®</sup> Micellar Water</li> <li>• <i>Mary Kay</i><sup>®</sup> Oil-Free Eye Makeup Remover</li> <li>• <i>Mary Kay</i><sup>®</sup> Hydrogel Eye Patches</li> <li>• <i>Mary Kay</i><sup>®</sup> Mineral Facial Sunscreen Broad Spectrum SPF 30*</li> <li>• <i>Lash Love Fanorama</i><sup>®</sup> Mascara</li> <li>• <i>Mary Kay Unlimited</i><sup>®</sup> Lip Gloss in Pink Ballerina</li> </ul>	<p>Take a short video or Reel of yourself holding and showing off all the <i>Mary Kay</i><sup>®</sup> pink-packaged products.</p>	<p><b>Caption</b></p> <p>If there's one thing Mary Kay knows how to do ... it's pink! 🧡 🌸 🎀 Want to help me paint the world pink? 🌍 🧡 Leave a comment about your fave pink Mary Kay product below! #MyMKSkin #NationalPinkDay</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What does the color pink mean to you? How are you celebrating National Pink Day?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Create an audience with relevant interest keywords such as "Mary Kay," "cosmetics" or "skin care."</p>

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## ARE YOU MKCONFIDENT™?

If you're looking to become savvier in social media, check out the [MKConfident™ education](#) created just for Mary Kay independent sales force members! There are six different modules to help YOU become more confident in using social media to promote your Mary Kay business. The modules are:

- Becoming Savvy in Social Media
- Social Media Savvy: Facebook
- Social Media Savvy: Instagram
- Social Media Savvy: TikTok
- Social Media Savvy: YouTube
- Mastering Social Media

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
Wednesday, July 3	<p>Mary Kay® Hydrating Go Set</p> <p>OR</p> <p>Mary Kay® Mattifying Go Set</p>	<p>Capture a photo of the NEW Mary Kay® Hydrating Go Set or Mattifying Go Set next to your travel makeup bag and other travel goodies.</p>	<p><b>Caption</b> Summer ☀️ = Travel ✈️ and I've got just the thing to keep your daughters, nieces and family members packed and ready to roll: the Mary Kay Skin Care line in a travel set! 👤🧳 #MyMKSkin</p> <p><b>Personalize your post by answering the questions below!</b> <i>Where are you traveling this summer? What are some travel necessities you MUST take with you?</i></p> <p><b>Tip for a Paid Social Ad</b> Create an audience with relevant demographic keywords such as “frequent travelers” or “frequent international travelers.”</p>



# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Monday, July 8</p>		<p>Capture a photo of yourself at your desk catching up on your Mary Kay business.</p> <p>INSPO: <a href="#">This picture</a></p>	<p><b>Caption</b></p> <p>Happy Monday! 😊 Nothing kicks off the week quite like my cup of coffee and the love and passion I have for #MyMKLife! ☕ What's your #MondayMotivation?</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you do on Mondays to motivate yourself? Do you have any tips for others suffering from the Monday blues?</i></p>
<p>Monday, July 15</p>	<ul style="list-style-type: none"> <li>• <i>Mary Kay</i>® CC Cream Sunscreen Broad Spectrum SPF 15*</li> <li>• <i>Mary Kay</i>® Foundation Primer Sunscreen Broad Spectrum SPF 15*</li> <li>• <i>Mary Kay</i>® Makeup Finishing Spray by Skindinävia</li> </ul>	<p>Take a video of yourself prepping your skin with <i>Mary Kay</i>® Foundation Primer Sunscreen Broad Spectrum SPF 15* and applying <i>Mary Kay</i>® CC Cream Sunscreen Broad Spectrum SPF 15,* following it up with the <i>Mary Kay</i>® Makeup Finishing Spray by Skindinävia.</p> <p>INSPO: <a href="#">This video</a></p>	<p><b>Caption</b></p> <p>This summer, we are DONE letting our makeup melt! 🧴 The girls are staying ready for anything by prepping our makeup with these Mary Kay summertime makeup-savers! 👩🏻‍💻🧴 Keep them in your makeup bag for on-the-go touch-ups! 🧴👩🏻‍💻</p> <p><b>Personalize your post by answering the question below!</b></p> <p><i>How else do you keep your skin from getting oily in the summer?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Consider targeting audiences interested in similar brands such as “NYX Cosmetics” or “Charlotte Tilbury.”</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
Monday, July 29  National Lipstick Day	<ul style="list-style-type: none"> <li>• <i>Mary Kay</i>® Supreme Hydrating Lipstick</li> </ul> OR <ul style="list-style-type: none"> <li>• <i>Mary Kay</i>® Gel Semi-Matte Lipstick</li> </ul> OR <ul style="list-style-type: none"> <li>• <i>Mary Kay</i>® Gel Semi-Shine Lipstick</li> </ul>	<p>Snap a picture of yourself wearing your favorite <i>Mary Kay</i>® lipstick shade.</p> <p>INSPO: <a href="#">This photo</a></p> <p>OR</p> <p>Take a video of yourself wearing or trying on your favorite lipstick shades.</p> <p>INSPO: <a href="#">This video</a> or <a href="#">This video</a></p>	<p><b>Caption</b> Happy National Lipstick Day! 🌸 This year, we're putting our best lips forward with all the bold, beautiful colors and finishes of <i>Mary Kay</i> lip products – from worth-the-hype hydration 💧 to magnificent mattes 🌹 to stunning shine! ✨ Which shade are you celebrating with? 🥰</p> <p><b>Personalize your post by answering the questions below!</b> <i>What is your favorite <i>Mary Kay</i>® lipstick shade or finish? How does popping on a lipstick boost your confidence?</i></p> <p><b>Tip for a Paid Social Ad</b> Do your research and target audiences interested in similar brands such as “Revlon” or “NARS Cosmetics.”</p>

## JOIN THE MY MARY KAY FACEBOOK GROUP

Become a member of the closed My Mary Kay Facebook group for access to exclusive content such as Facebook Lives, sales force testimonials, tips and more. You will be in a group with more than 100,000 other Mary Kay independent sales force members so you can collaborate with and learn from them. Request to join the group [here!](#)

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Thursday, Aug. 1</p>	<p>Your <i>Mary Kay</i><sup>®</sup> skin care products of choice and <i>Mary Kay</i><sup>®</sup> foundation of choice</p>	<p>Take a short video of yourself doing your skin care prep before putting on foundation.</p> <p>OR</p> <p>Snap a picture of your finished makeup routine, showing off the foundation.</p>	<p><b>Caption</b> Quality skin care 🧡 Smooth foundation application 👩🏻❤️ To help your foundation lie flawlessly, don't forget to prep your face with Mary Kay skin care products!</p> <p><b>Personalize your post by answering the question below!</b> <i>How do you prep your skin for foundation?</i></p> <p><b>Tip for a Paid Social Ad</b> Create an audience with interest keywords such as "foundation," "skin care" or "cosmetics."</p>
<p>Friday, Aug. 9</p>		<p>Post a recap of photos from Seminar 2024, highlighting your favorite moments.</p> <p><b>INSPO:</b> <a href="#">This carousel</a></p>	<p><b>Caption</b> Seminar will always hold a special place in my heart. ❤️ From growing in my business to the strong connections I make along the way, I love coming together to celebrate #MyMKLife!</p> <p><b>Personalize your post by answering the question below!</b> <i>What was your favorite part of Seminar 2024?</i></p>

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DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Thursday, Aug. 15</p> <p>National Relaxation Day</p>	<p>Your favorite <i>Mary Kay</i>® mask</p>	<p>Take a selfie of yourself wearing your favorite <i>Mary Kay</i>® mask.</p>	<p><b>Caption</b></p> <p>Time to kick back and chillax! 😌🛁 It's National Relaxation Day! 🧘 I love treating myself to a Mary Kay facial mask any time I need to unwind – and so will you! 😊 What do you like to do to de-stress? 🐱 Let me know! 🙋💬</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you do to relax? What Mary Kay® products help you feel the most relaxed?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Change the post copy to be more evergreen and not mention National Relaxation Day after Aug. 15 before boosting on Instagram or creating a Meta ad. Create an audience with relevant interest keywords such as “spas,” “relaxation” or “facial care.”</p>

# MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION / PAID TIP
<p>Tuesday, Aug. 27</p> <p>Prep for Labor Day Weekend</p>	<ul style="list-style-type: none"> <li>• <i>Mary Kay</i><sup>®</sup> Mineral Facial Sunscreen Broad Spectrum SPF 30*</li> <li>• <i>Lash Love</i><sup>®</sup> Waterproof Mascara</li> <li>• White Tea &amp; Citrus <i>Satin Lips</i><sup>®</sup> Set</li> </ul>	<p>Snap a photo of your pool must-haves staged with a pool bag, sunglasses and a hat!</p>	<p><b>Caption</b></p> <p>BRB, sitting poolside to soak up the last official weekend of summer. 😎☀️ And it wouldn't be me if I didn't bring my Mary Kay pool must-haves. 💧🧴 What Mary Kay products are you packing in your pool bag? 🙄💙</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What Mary Kay<sup>®</sup> products do you consider a necessity for the pool? What are your Labor Day weekend plans?</i></p> <p><b>Tip for a Paid Social Ad</b></p> <p>Create an audience with relevant interest keywords such as “sunscreen,” “Labor Day” or “beaches.” Select an ad duration that runs through Labor Day weekend.</p>

\*Over-the-counter drug product

†Available while supplies last

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