WINTER 2025

Social Media Playbook

MARY KAY.

End 2025 strong by posting on social media to encourage your followers to give the gift of Mary Kay® products during the holiday season. Then, start 2026 even stronger on social media by promoting skin care regimens and other essential Mary Kay® products that you think would be good to add to someone's everyday routine. And you can share the fun, flexibility, development and community that Mary Kay offers to motivate others to consider starting their own business. New year, new opportunity! With an exciting lineup of new products, there is plenty to promote on social media.

With the launch of NEW Mary Kay Clinical Solutions® Barrier Restore 1:1:3, you can educate your social media followers about the importance of having a healthy skin barrier and how this product helps achieve that goal. Plus, it can reduce skin redness!

Let your social media followers know that the beloved Mary Kay® Great Heights™ Mascara now has a waterproof formula!

There are five fun, bold shades of the NEW Mary Kay® Shimmer Eye Shadow Sticks: Midnight Galaxy, Radiant Bronze, Copper Nova, Golden Sunrise and Pink Prisms. All these shades are fabulous options to wear to holiday parties, especially for New Year's Eve! And they make for great stocking stuffers!

#MYMKSKIN
#MYMKLIFE

If you need a refresher on how to use the playbook or if you are completely new to using this resource, please follow the instructions below.

Download this playbook so you can easily highlight and copy the text on your desktop or mobile device.

Then use this playbook as a guide to help build your social media content calendar for the next few months.

Shoot content using your phone and the guidelines provided in the Photo/Video column.

Copy the caption to use as the text of your post, but be sure to use the personalization questions to make it your own.

Bonus Tips:

The highlighted words in the captions are the relevant keywords in the post. People now treat social media like they do Google, as they frequently search keywords on social platforms, such as Instagram, to find relevant information related to their questions or topics they are interested in. We have highlighted these keywords for you to leverage in these posts, but also social media content you may share in the future.

If you are exploring paid social media advertising, use the paid tip to convert your post into a social media ad that helps you reach new connections! If you need more education on how to run paid social media ads, check out the Paid Social Media Advertising page on Mary Kay InTouch®.

UPCOMING HOLI-DATES

Check out the list below for several ideas of fun holi-dates that you may want to post about on social media.

NOV. 2
Daylight Saving Time Ends

NOV. 11
Veterans Day

NOV. 13
World Kindness Day

NOV. 21
Mary Kay Pink Weekend™ Starts

NOV. 25
Shopping Reminder Day

NOV. 27
Thanksgiving

DEC. 1
Cyber Monday

DEC. 14
Hanukkah Begins

DEC. 21
Winter Solstice

DEC. 24
Christmas Eve

DEC. 25
Christmas Day

DEC. 31
New Year's Eve

JAN. 1
New Year's Day

JAN. 8
Bubble Bath Day

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DATE

MONDAY,
NOV 3

PRODUCTS

Your favorite shades of Mary Kay® Supreme Hydrating Lipstick

PHOTO/VIDEO

Swatch a few different Mary Kay® Supreme Hydrating Lipsticks on your arm to show off the different shades. Take a photo, then you can add text overlay with the name of each shade next to the swatch so that your customers can easily identify the perfect shade for themselves.

Inspiration

CAPTION/PAID TIP

Caption

Brighten up your lips to stand out in the dreary weather! 💋 Mary Kay Supreme Hydrating Lipstick is my favorite because it delivers rich color and all-day moisture, keeping my lips moisturized in the colder months and adding the bold color to any look. 👏

Comment your favorite shade of Mary Kay Supreme Hydrating Lipstick! 💄

Personalize your post by answering the questions below!

Which shade of Mary Kay® Supreme Hydrating Lipstick is your favorite? What lip glosses or lip liners would you pair with this lipstick?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as "lipstick (Cosmetics)."

DATE

THURSDAY,
NOV 6

PRODUCTS

Mary Kay® Nourishing Oil

PHOTO/VIDEO

Film a video of yourself applying Mary Kay® Nourishing Oil on the areas of your face that you normally apply a highlighter. Zoom in on your face once you are finished applying it to show off your glowy skin.

Inspiration

CAPTION/PAID TIP

Caption

Keep your skin nourished and achieve that no-makeup makeup look with Mary Kay Nourishing Oil! ✨

My face stays snatched, especially when my skin is healthy, radiant and glowing from within. 💁‍♀️

If you're interested in getting your glow on, send me a DM! 💌

Personalize your post by answering the questions below!

Are you team dewy glow or team soft matte? What other Mary Kay® products do you use to achieve that effortless glow?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form in Messenger to share more about what their skin care needs are. Consider including relevant interest audience targeting keywords such as "skin care (cosmetics)."

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DATE

WEDNESDAY,
NOV 12

PRODUCTS

- Mary Kay® Hydrogel Eye Patches
- Mary Kay® Nourishing Oil

PHOTO/VIDEO

Film a short video applying Mary Kay® Hydrogel Eye Patches in the morning, then applying Mary Kay® Nourishing Oil at night. Upload the clips on the social media platform of your choice to combine into one video, then add text overlay with the product names. Consider adding voiceover to your video to describe why you are applying the products and the benefits.

CAPTION/PAID TIP

Caption
I don't know about you, but I like to start and end my day locking in that hydration with these hydrating skin care products! 💧🔒

I start with Mary Kay Hydrogel Eye Patches in the a.m. and sign off for the day by applying Mary Kay Nourishing Oil before going to bed!

Trust me, your skin will thank you. 😘

Personalize your post by answering the questions below!
What other Mary Kay® hydrating products are your colder month staples? How often do you apply a mask or moisturizer?

Tip for a Paid Social Ad
Consider including relevant interest audience targeting keywords such as "moisturizer (cosmetics)."

DATE

SUNDAY,
NOV 16

PHOTO/VIDEO

Visit the Winter 2025 section in the Digital Image Library on Mary Kay InTouch® to download the below image or another Mary Kay Clinical Solutions® Barrier Restore 1:1:3 image to showcase the new product.

PRODUCTS

NEW! Mary Kay Clinical Solutions® Barrier Restore 1:1:3

CAPTION/PAID TIP

Caption
I am so excited about Mary Kay Clinical Solutions Barrier Restore 1:1:3! It is a new must-have for me! It protects and repairs my skin barrier AND provides skin redness relief! 🙌

Did you know your skin barrier is your body's first line of defense? So when your barrier is strong:

💧 Your skin stays hydrated and plump.

🛡️ You're less prone to sensitivity or redness.

🌟 Skin care products absorb and perform better.

Does your skin barrier need a little extra love?

Send me a DM, and let's chat about the best ways to repair, protect and maintain it! 💌✨

Personalize your post by answering the questions below!
What Mary Kay® moisturizers do you apply in addition to Mary Kay Clinical Solutions® Barrier Restore 1:1:3? Where does this product fall in the application order of your skin care routine?

Tip for a Paid Social Ad
You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form in Messenger so you can learn more skin care needs and routines. Consider targeting audiences interested in similar brands such as "Kiehl's (Cosmetics)" and "Paula's Choice (Cosmetics)."

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DATE

TUESDAY,
NOV 18

PRODUCTS

NEW! Mary Kay® Great Heights™ Waterproof Mascara

PHOTO/VIDEO

Film short videos showcasing yourself applying the mascara to your lashes, then showing an eye with the NEW Mary Kay® Great Heights™ Waterproof Mascara applied, then showing an eye without the mascara applied. Upload the clips on the social media platform of your choice to combine into one video.

CAPTION/PAID TIP

Caption

PSA: Mary Kay is now offering a waterproof version of the beloved Great Heights Mascara! 📣💗

This dual mascara not only delivers next-level length for long, defined lashes, but it's also a workout-tested, waterproof mascara that stays put through even the sweatiest cardio session. 💪💦

Comment LASHES if you're interested in giving this new waterproof formula a try!

Personalize your post by answering the questions below!

Where and when will you be wearing the NEW Mary Kay® Great Heights™ Waterproof Mascara? What are your go-to Mary Kay® eye products to pair with this mascara for the ultimate eye look?

Tip for a Paid Social Ad

Upload a customer list of those who have purchased mascara from you in the past to Meta Ads Manager here to create a custom audience of those customers. Then, create a lookalike audience here that resembles this audience for Meta to identify others who resemble your customer list.

DATE

FRIDAY,
NOV 21

The start of Mary Kay Pink Weekend™

PHOTO/VIDEO

Film a video of yourself placing your favorite giftable Mary Kay® products in front of a gift bag.

OR

Film yourself wrapping each gift individually, and add text overlay of the product names as they are being added to the gift bag.

CAPTION/PAID TIP

Caption

I'm kicking off Mary Kay Pink Weekend early this year! 💞

Shop small and shop pink with me as your Mary Kay Independent Beauty Consultant! 💗

This weekend is the perfect time to stock up on Mary Kay must-haves, beauty gifts for everyone on your list, and of course, a little something special for YOU! ✨🛒

Send me a DM if you'd like to learn more about all the Mary Kay Pink Weekend products! 💌💞

Personalize your post by answering the questions below!

What do you think are the most giftable Mary Kay® products? What Mary Kay Pink Weekend™ promotions or discounts are you running?

Tip for a Paid Social Ad

Develop an ad targeting strategy that retargets those who shopped with you for 2024 Mary Kay Pink Weekend™! In Meta Ads Manager, click Audiences, then Create Audience, then Create a Custom Audience. Now you can choose a source for your audience. Choose Customer List – this is where you'll upload a spreadsheet with email addresses and phone numbers of those who shopped with you last year for Mary Kay Pink Weekend™!

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DATE

THURSDAY,
NOV 27

Thanksgiving

PHOTO/VIDEO

Share pictures of yourself and of your Mary Kay community to show what and who you are grateful for on Thanksgiving.

CAPTION

Caption

My Mary Kay community is such an important part of my life, and this Thanksgiving, I want to share how thankful I am for the mentorship I've received and the friendships I've formed! 🤎🫶

#MyMKLife is filled with inspiring women, PINK everything and so much opportunity to grow! I wish you and your loved ones a great Thanksgiving! 🥰

Personalize your post by answering the questions below!

How do you celebrate Thanksgiving with your loved ones? What's your favorite Thanksgiving tradition?

DATE

SATURDAY,
NOV 29

PRODUCTS

NEW! Mary Kay® Shimmer Eye Shadow Sticks

PHOTO/VIDEO

On a blank background (such as a piece of paper) swatch the NEW Mary Kay® Shimmer Eye Shadow Sticks to show off the texture and rich color by rubbing them on the paper. Then, lay the matching eye shadow sticks on top of the swatches, and add text overlay with the shade names.

CAPTION/PAID TIP

Caption

I have the perfect stocking stuffer. 🎁👀

Mary Kay released five NEW Shimmer Eye Shadow Sticks that are perfect for the holidays. 😍

Which of the five shades is calling your name?

It's OK if you can't pick just one. 😉
🌌Midnight Galaxy
🔆Radiant Bronze
💫Copper Nova
🍯Golden Sunrise
🫧Pink Prisms

Personalize your post by answering the questions below!

What's your favorite kind of gift to receive for the holidays —skin care, makeup or fragrance? What other Mary Kay products® make for good stocking stuffers?

Tip for a Paid Social Ad

Consider targeting audiences with interests such as "Christmas shopping" or "gifts" to reach holiday shoppers.

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DATE

TUESDAY,
DEC 2
Giving Tuesday

PHOTO/VIDEO

Visit the Mary Kay Opportunity section in the Digital Image Library on Mary Kay InTouch® to download the GIF below showcasing the Company's charitable work.

CAPTION

Caption

It's Giving Tuesday, making it the perfect time to give back and support non-profit organizations. 😊

If you're considering giving back today, the Mary Kay Ash Foundation raises and distributes funds to invest in breakthrough cancer research and clinical trials to find a cure for women-related cancers and end domestic violence.

I love supporting this cause whether it's through donations, volunteering or making someone's day by pairing them with a Mary Kay product that supports the Foundation! It makes me so proud!

If you're also passionate about giving back, drop a ❤️in the comments!

Personalize your post by answering the questions below!

What cause is important to you? How will you be giving back on this Giving Tuesday?

DATE

THURSDAY,
DEC 4

PRODUCTS

NEW! Mary Kay Clinical Solutions® Retinol 0.3

PHOTO/VIDEO

Film a short video of yourself pumping out a pea-sized amount (one pump) of NEW Mary Kay Clinical Solutions® Retinol 0.3 as the step before your moisturizer. Then, film another short clip dotting the product on your forehead, cheeks, nose and chin. Upload the clips on the social media platform of your choice to combine into one video, then add text overlay to show the order of application and amount used.

CAPTION

Caption

All of your friends are commenting on your NEW Mary Kay Clinical Solutions Retinol 0.3 because it's clinically proven to:

🩵Tackle wrinkles

🩵Improve firmness

🩵Boost radiance

🩵Smooth skin texture

🩵Reduce blotchiness

It works with your skin to naturally boost collagen and elastin — helping it stay smooth, firm and resilient against visible signs of aging. 🤷‍♀️

Wondering how to apply? In the evening, apply a pea-sized amount (one pump) of Retinol 0.3 as the last step before your moisturizer. Voilà! ✨

DM me if you're interested in learning more about the benefits of adding retinol to your skin care routine! 📲

Personalize your post by answering the questions below!

To whom would you recommend NEW Mary Kay Clinical Solutions® Retinol 0.3? What are some important things to remember for those who use retinol?

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DATE

MONDAY,
DEC 8

PRODUCTS

- Mary Kay® Undereye Corrector in your preferred shade
- Mary Kay® Multi-Benefit Concealer in your preferred shade

PHOTO/VIDEO

Take a photo of yourself before you blend Mary Kay® Undereye Corrector. Then, take a photo after it's blended and you've applied Mary Kay® Multi-Benefit Concealer on top of it to show the finished look. Post as a carousel on your preferred social media platform, and add text overlay to show "before" vs. "after."

CAPTION/PAID TIP

Caption

Say goodbye to undereye discoloration with Mary Kay Undereye Corrector and Mary Kay Multi-Benefit Concealer! 👋

There are two shades to choose from depending on your skin tone:

💛If you have a light to medium skin tone, I recommend using Light Peach.

🤎If you have a bronze to deep skin tone, I recommend using Deep Peach.

Comment CORRECT so I can help you shade-match so your undereye area can also look like you always get your full 8 hours of sleep! 🥰💤

Personalize your post by answering the questions below!

What other Mary Kay® products do you use to care for your undereye area? What Mary Kay® beauty tool do you use to apply Mary Kay® Undereye Corrector?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post.

DATE

THURSDAY,
DEC 11

PRODUCTS

Mary Kay® Multi-Benefit Concealer

PHOTO/VIDEO

Take two photos, one of your face before you apply Mary Kay® Multi-Benefit Concealer and another of yourself with it applied. Post this as a before-and-after carousel on your social media platforms.

CAPTION/PAID TIP

Caption

No matter how busy my schedule is during the holiday season, I love to use Mary Kay Multi-Benefit Concealer as part of my everyday makeup!

This product conceals my redness, dark spots and blemishes all day long! It also allows me to rock my natural beauty with total confidence and zero filters. 🤷‍♀️

Comment CONCEAL if you want my help to find your perfect concealer shade match!

Personalize your post by answering the questions below!

What's your Mary Kay® Multi-Benefit Concealer shade? What other Mary Kay® foundation or powder do you pair with this concealer?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as "concealer (cosmetics)." Consider targeting audiences interested in similar brands such as "Nars Cosmetics (Cosmetics)" and "tarte cosmetics (Cosmetics)."

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DATE

MONDAY, DEC 15

PHOTO/VIDEO

Film a short video of yourself applying all of the mentioned products. Consider adding a voiceover or text overlay to list what products and shades you used to achieve your final makeup look.

PRODUCTS

- Mary Kay® Gel Semi-Shine Lipstick in Downtown Brown
- Mary Kay Chromafusion® Contour in Latte or Cocoa
- Mary Kay Chromafusion® Blush in Golden Copper
- Mary Kay Chromafusion® Eye Shadow in Hazelnut

CAPTION/PAID TIP

Caption

From family holiday dinners to festive parties, this toasty makeup look is my go-to for warm holiday radiance. 😍

So what is toasty makeup? Toasty makeup is a warm beauty trend characterized by sun-kissed skin and earthy tones. 🍂

You can use Mary Kay Chromafusion Contour in your preferred shade plus Mary Kay Chromfusion Blush in Golden Copper to seamlessly blend. Then, you can use a soft, smoky Mary Kay Chromafusion Eye Shadow (such as Hazelnut), then finish with a brown-shaded lip, such as Mary Kay Gel Semi-Shine Lipstick in Downtown Brown! 🌟

Comment TOASTY if you want to try out this makeup look. 🤎👇

Personalize your post by answering the questions below!

Are there any other winter makeup trends on your radar? What other Mary Kay® color products do you think are perfect for the winter season?

Tip for a Paid Social Ad

Consider targeting audiences interested in similar brands such as “Revlon (Cosmetics)” or “MAC Cosmetics.”

DATE

SUNDAY, DEC 21

Winter Solstice

PRODUCTS

NEW! Mary Kay Clinical Solutions® Barrier Restore 1:1:3

PHOTO/VIDEO

Take a photo of NEW Mary Kay Clinical Solutions® Barrier Restore 1:1:3 on a bathroom vanity or counter.

Inspiration

CAPTION/PAID TIP

Caption

Today marks the Winter Solstice! 🌨️💙

As the temps drop and you settle in for the winter solstice, make it a goal to take care of your skin barrier!

NEW Mary Kay Clinical Solutions Barrier Restore 1:1:3 helps strengthen your skin’s natural defenses from everyday pollutants AND reduce skin redness. 💫#MyMKSkin

Personalize your post by answering the questions below!

How can this product help you achieve your skin care goals? Who would you recommend this product to?

Tip for a Paid Social Ad

Consider removing the mention of Winter Solstice from the copy so you can set the ad duration to run for longer than just a day. You can run a Meta ad campaign through Ads Manager with a “Leads” objective to encourage prospective customers to complete a form in Messenger to share more about what their skin care needs are.

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DATE

TUESDAY,
DEC 30

PRODUCTS

NEW! Mary Kay® Shimmer Eye Shadow Sticks

PHOTO/VIDEO

Film a close-up shot of yourself applying the NEW Mary Kay® Shimmer Eye Shadow Sticks, then film a close-up shot of your final New Year's Eve makeup look. Combine the various clips into one video on the social me-dia platform of your choice, and add text overlay of the shades you used.

CAPTION/PAID TIP

Caption
I'm ringing in the new year with eye-catching glam using NEW Mary Kay Shimmer Eye Shadow Sticks. 😍💫

With a swipe, accent line or just a shimmer in the crease, these bold eye shadow colors are perfect to celebrate this exciting holiday. 🎆👠

Comment below with what you want your New Year's Eve makeup to look like. 🎊

Personalize your post by answering the questions below!
Which Mary Kay Chromafusion® Eye Shadow colors are you pairing with the Mary Kay® Shimmer Eye Shadow Sticks? What are your New Year's Eve plans?

Tip for a Paid Social Ad
Consider running this ad for at least a week prior to New Year's Eve to capitalize on the big event.

DATE

THURSDAY,
JAN 1
New Year's Day

PRODUCTS

Your preferred Mary Kay® skin care regimen

PHOTO/VIDEO

Stage your preferred Mary Kay® skin care regimen in an organized way on your bathroom vanity.

Inspiration

CAPTION

Caption
New year, same skin care routine. 🤍♾️

This year, I am committed to continue my simple skin care routine — consistency is key!

If you have some skin care goals you are looking to achieve this year, DM me so I can share some recommendations for you! #MyMKSkin

Personalize your post by answering the questions below!
What's one other skin care resolution you're making for 2026? How do you stay consistent in maintaining your skin care routine?

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DATE

MONDAY,
JAN 5

PHOTO/VIDEO

Snap a picture of your desk surrounded with your favorite Mary Kay® products.

CAPTION

Caption
This is what a day in my life looks like as a Mary Kay Independent Beauty Consultant! 📷

Every day I'm so grateful for the flexibility and balance the Mary Kay opportunity provides to me. I love what I do! #MyMKLife

Personalize your post by answering the questions below!
What's the first thing you do to start your day? What do you love most about your Mary Kay business?

DATE

THURSDAY,
JAN 8
Bubble Bath Day

PRODUCTS

- Mary Kay® Apple & Almond Scented Shower Gel
- Mary Kay® Apple & Almond Scented Body Lotion

PHOTO/VIDEO

Visit the Body Care section in the Digital Image Library on Mary Kay InTouch® to download the below image.

CAPTION/PAID TIP

Caption
Today's forecast for national Bubble Bath Day is self-care! 🧼🛁

I'll be pampering myself with these nourishing cozy-scented body care products from Mary Kay to turn bath time into spa time. 🫧🍎🕯️

Who else deserves some bubble bath self-care today? Tag them in the comments!

Personalize your post by answering the questions below!
What other Mary Kay® products do you use for self-care? Do you use any Mary Kay® exfoliating products in the tub?

Tip for a Paid Social Ad
Consider removing the mention of the Bubble Bath Day from the caption if you would like the ad to run for a longer duration.

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DATE

WEDNESDAY,
JAN 14

PRODUCTS

- Mary Kay® Oil-Free Hydrating Gel (Normal, Combination and Oily Skin)
- Mary Kay® Intense Moisturizing Cream (Dry Skin)

PHOTO/VIDEO

Hold up both the Mary Kay® Oil-Free Hydrating Gel (normal, combination and oily skin) and Mary Kay® Intense Moisturizing Cream (dry skin) to zoom in on the packaging, and then open the product to show off the texture of the cream and gel. Then, film yourself applying the product on your hand or face. Upload the videos to your social media platform of your choice to combine them into one video. Consider adding text overlay with the product names.

Inspiration

CAPTION

Caption

One thing I love about Mary Kay skin care products is that no matter your skin type — normal, combination, oily or dry — there's a personalized formula for everyone! 🫶

Ready to get matched with the perfect hydrating skin care product for your skin type?

💜Mary Kay Oil-Free Hydrating Gel is perfect for normal, combination and oily skin.

💗Mary Kay Intense Moisturizing Cream is perfect for dry skin.

#MyMKSkin

Personalize your post by answering the questions below!
How often do you apply either of these products? What are other hydrating skin care products from Mary Kay that you use?

DATE

WEDNESDAY,
JAN 21

PRODUCTS

- Mary Kay® Sunscreen Broad Spectrum SPF 50*
- Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30*

PHOTO/VIDEO

If you get snow, re-create the below image, but instead of sand, stage the sunscreen products in the snow. If your area doesn't get snow, place mittens, a scarf, a cup of hot chocolate or anything that symbolizes winter.

Inspiration

CAPTION/PAID TIP

Caption

Say it with me — I will wear SPF in the winter!

The UV rays don't take a break during the colder months. That's why I wear Mary Kay Sunscreen Broad Spectrum SPF 50* on my body and Mary Kay Mineral Facial Sunscreen Broad Spectrum SPF 30* on my face, even on those gloomy winter days. 💗❄️

The time to prioritize sun protection is all the time, especially if you spend a lot of time outdoors! #MyMKSkin 🫶

Personalize your post by answering the questions below!
How often do you reapply sunscreen? What winter activities are you participating in that require sun protection?

Tip for a Paid Social Ad

Consider including relevant interest audience targeting keywords such as "sunscreen (skin care.)" Consider targeting audiences interested in a similar brand such as "Neutrogena (cosmetics)."

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DATE

FRIDAY,
JAN 23

PRODUCTS

Mary Kay® Silky Setting Powder in your preferred shade

PHOTO/VIDEO

Film a short video of yourself holding up Mary Kay® Silky Setting Powder in your preferred shade with the lid off to show the texture. Then, film a video of yourself applying the powder to finish off your makeup look.

Inspiration

CAPTION/PAID TIP

Mensaje
I can't go a day without Mary Kay Silky Setting Powder! ✨ It's the finishing touch that keeps my makeup in place, blurs shine and gives me that soft, flawless look all day long.

Comment SILKY if you want my help to get you color-matched with your perfect shade! 😍📅

Personalize your post by answering the questions below!
What other hacks do you have to maintain your makeup throughout the day? What Mary Kay beauty tool do you use to apply Mary Kay® Silky Setting Powder?

Tip for a Paid Social Ad
You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage customers to complete a form with questions that will help you better match their shade.

DATE

TUESDAY,
JAN 27

PHOTO/VIDEO

Visit the Skin Care section of the Digital Image Library on Mary Kay InTouch® to download the below digital asset to post on social media.

PRODUCTS

Mary Kay Clinical Solutions® Retinol 0.3

CAPTION/PAID TIP

Caption
Let's set the record straight on retinol! 💬

Below are a couple of my most asked questions about Mary Kay Clinical Solutions Retinol 0.3! ✅

Q: Can men use Mary Kay Clinical Solutions Retinol 0.3?

A: Retinol 0.3 can be used by both men and women. It's gentle and preventative enough that someone in their 20s can start using it in their skin care routine.

Q: Should I stop using retinol during the dry, winter months?

A: During the dry winter months, it's a good idea to layer a rich moisturizer on top of skin in the morning and evening!

Q: Can I use Retinol 0.3 if I have sensitive skin?

A: With sensitive skin, it's recommended that you slowly introduce retinol to your skin care routine!

Don't hesitate to reach out with more retinol questions! I'm your go-to skin care girl. 😘🫶

Personalize your post by answering the questions below!
Who do you think would benefit most from using retinol daily? How often do you apply Mary Kay Clinical Solutions® Retinol 0.3?

Tip for a Paid Social Ad
Consider setting the age range of your target audience for your ad campaign to 25 years old and older, as women in this age group would benefit from retinol.

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