

# MARY KAY®

## OCTOBER 2021 SOCIAL MEDIA PLAYBOOK

### #MKTreatYourself

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, Oct. 3  Breast Cancer Awareness Month		Share or snap a picture of how you commemorate Breast Cancer Awareness Month.	<p>In this family, no one fights alone! 🧡 October is #BreastCancerAwarenessMonth, and the Mary Kay Ash Foundation<sup>SM</sup> is dedicated to eliminating cancers affecting women. #MyMKLife #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How has someone's journey with breast cancer inspired you? What are some ways you support the cause or the Mary Kay Ash Foundation<sup>SM</sup>?</i></p>

# WHAT'S NEW?

Learn how to share a social post from the *Mary Kay*® Digital Library by watching the latest [Social Tip of the Month](#). Sharing these posts can be excellent ways to supplement the content you create on your own and when you use the Social Media Playbooks. You can also schedule your social posts in advance with the scheduling feature to help stay consistent! Visit Social Media Central on *Mary Kay InTouch*® to begin sharing today.

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

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Oct. 5</p>	<p>Limited-Edition† <i>Mary Kay</i>® 12 Days of Faves</p>	<p>Take a picture of holding the box to the camera, showing the size. Then, take a second picture of the inside with all of the smaller boxes displayed.</p>	<p>I found the ultimate beauty gift, just in time for my holiday shopping! 🎁 Limited-edition <i>Mary Kay</i>® 12 Days of Faves is a collection of <i>Mary Kay</i>® favorites. ❤️ This box is filled with a wonderland of products and samples – from skin care to self-care to color. It’s the perfect gift for every beauty-lover on your list!</p> <p>😊 Which products are you hoping to see in this box? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you like about the style and convenience of the box? How does this make the perfect gift? What are your favorite <i>Mary Kay</i>® products inside?</i></p>
<p>Thursday, Oct. 7</p>	<p>Limited-Edition† <i>Mary Kay</i>® Gift Box Set</p> <p>AND</p> <p>Your favorite <i>Mary Kay</i>® products</p>	<p>Take a time-lapse video packing the gift box sets with various products, showing what fits in each box.</p>	<p>It’s never too early to start preparing for the holidays. 🎁 I love that I can save time and dodge the wrap battle by using this beautiful limited-edition <i>Mary Kay</i>® Gift Box Set. #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What are some benefits you experience with preparing early for the holidays? What do you love most about these gift boxes? Which of the Holiday 2021 products do you think would make good gifts?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, Oct. 9		<p>Take a video or Instagram Reel of a day in your life!</p> <p>Show us how you begin your day. With a cup of coffee? Morning run? Then, show us how you sprinkle in your Mary Kay business. Are you processing orders? Meeting with a customer for a consultation? Finally, show us how you end your day. Dinner with your family? Evening stroll?</p>	<p>Here's a day in my life as a small-business owner! 🧑‍💻 #MyMKLife #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What do you enjoy most about having your own business? The new connections you've made? The skills you've learned? The flexibility in creating your own schedule? How does your business revolve and evolve around your day?</i></p>
Tuesday, Oct. 12	<p><i>Mary Kay Naturally</i>® Nourishing Oil</p>	<p>Record a Reels or video holding the oil dropper over your palm and squeezing the top. Then, show yourself to the camera applying the oil to your face.</p> <p>Finally, show the Nourishing Oil on your skin after you have massaged it in, showcasing the shiny layer it leaves.</p>	<p>You must nourish to flourish! 🌱 Mary Kay Naturally® Nourishing Oil leaves skin feeling hydrated and looking revitalized. This quick-absorbing oil features a blend of sweet almond oil, olive oil and sesame oil, which are natural emollients and provide moisturizing benefits.</p> <p>👉 Incorporate it into your morning or evening routine, or both! It can be used all over, including on the face, cuticles, elbows, even the ends of hair. 💧 What are you using to nourish your skin? #MKTreatYourself</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Oct. 14</p>	<p><i>TimeWise</i><sup>®</sup> Luminous 3D Foundation</p> <p>AND</p> <p><i>Mary Kay</i><sup>®</sup> Liquid Foundation Brush</p>	<p>Take <i>TimeWise</i><sup>®</sup> Luminous 3D Foundation and stand it up next to the Liquid Foundation Brush on your vanity or bathroom countertop.</p>	<p>I found my perfect match! ❤️ TimeWise<sup>®</sup> Luminous 3D Foundation was created with the latest advancements in shade-matching technology. ✨ With 12 hours of moisturization and wear, your skin will look fresh and feel moisturized all day.</p> <p>Follow these application steps to get the most out of your makeup with the Mary Kay<sup>®</sup> Liquid Foundation Brush:</p> <p>🖌️ Add liquid foundation directly onto the center of the brush or on the back of your hand.</p> <p>🖌️ To stipple: Start at the center of your face and work outward, lightly tapping on foundation to build to desired coverage.</p> <p>🖌️ To buff: Use a circular motion as you lightly blend to desired coverage. #MKTreatYourself</p>
<p>Saturday, Oct. 16</p> <p>National Boss's Day</p>	<p><i>True Dimensions</i><sup>®</sup> Lipstick in a shade of red</p>	<p>Snap a photo of your office/workspace.</p> <p>OR</p> <p>Snap a selfie with the lipstick on.</p>	<p>Think like a boss! 📁 Today is #NationalBossDay, and I'm celebrating ME. ✨ There's so much beauty in being your own boss.</p> <p>🖌️ Who inspires you to be focused and fabulous? #MyMKLife #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How long have you worked your Mary Kay business? What do you like about it? How do you feed your focus?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Oct. 20</p>		<p>Download a <i>Suite 13™</i> image by visiting the <i>Suite 13™</i> Topic on the <i>Mary Kay®</i> Digital Library.</p>	<p><b>ATTENTION! THIS IS A COMMERCIAL POST AND CAN ONLY BE POSTED ON BUSINESS PAGES OR IN PRIVATE GROUPS!</b></p> <p>There's no place like Suite 13™! 🏠 Once inside the pink door, this 3D environment will lead you through a fun, easy-to-use virtual shopping experience. You'll discover fan-favorite Mary Kay® products, skin care collection features and so much more!</p> <p>👁️ Ready to discover this new world of beauty? We can explore #MaryKaySuite13 together! Message me to set up a guided VIP tour.</p>
<p>Friday, Oct. 22</p>	<p><i>TimeWise®</i> Age-Fighting Moisturizer</p>	<p>Take a Boomerang of yourself lightly squeezing the tube of moisturizer to form a quarter-sized circle on a flat surface, such as a mirror, to show the consistency of the moisturizer.</p>	<p>Did you know that a lack of firmness in the skin is caused, in part, by the loss of moisture? 💧 You can help prevent this moisture loss with <i>TimeWise®</i> Age-Fighting Moisturizer. This emollient-rich lotion hydrates for up to 10 hours and helps reduce the appearance of fine lines and wrinkles. #MKTreatYourself</p>




DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Oct. 23</p>	<p><i>Mint Bliss™</i> Energizing Lotion for Feet &amp; Legs</p> <p>AND</p> <p>Limited-edition* gift-with-purchase socks</p>	<p>Take a photo of yourself on the couch relaxing after applying the lotion. Be sure to get the tube in the photo. Style your surroundings with a cozy blanket and cup of hot tea or coffee.</p>	<p>Need a little encourage-mint after a long week? 🌿 Go for <i>Mint Bliss™</i> Energizing Lotion for Feet &amp; Legs! The refreshing, cool mint formula helps tired legs and feet feel revived.</p> <p>😊 How do you like to treat yourself? #MKTreatYourself</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What helps you relax after a long day or week? How do the socks feel on your feet? What other Mary Kay® products would you add to create a cozy bundle?</i></p>

# COMING SOON...

The *Mary Kay®* Digital Library will be the home to ALL digital assets and posts! Digital Assets, and Digital Posts will no longer be available on *Mary Kay InTouch®*.

To gain access to the Digital Library, simply visit the [Mary Kay® Digital Library](#) page on *Mary Kay InTouch®*, and click on “Get Started.” For more helpful resources, scroll down to the Supporting Materials tab to find Frequently Asked Questions and the Videos tab to find how-to videos.

*Mary Kay InTouch®* > Resources > Digital Zone > *Mary Kay®* Digital Library

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, Oct. 31</p>	<p><i>Mary Kay</i><sup>®</sup> Waterproof Liquid Eyeliner Pen</p> <p>AND</p> <p><i>Lash Love Fanorama</i><sup>®</sup> Mascara</p>	<p>Take two selfies.</p> <p>First, before you apply the eyeliner and mascara, holding the two products.</p> <p>Then, snap a second selfie with the eyeliner and mascara applied.</p>	<p>These two Mary Kay<sup>®</sup> products are the pick of the patch!</p> <p> <i>Mary Kay</i><sup>®</sup> Waterproof Liquid Eyeliner Pen is there to help you wing it without any worry! Its fluid formula will dry down and stay put, keeping your eye looks safe from smudging.</p> <p> <i>Lash Love Fanorama</i><sup>®</sup> Mascara is ahead of the carve! Its innovative brush has three unique application zones, so you can coat, comb and fan out for panoramic lashes of your own.</p> <p> Which Mary Kay<sup>®</sup> products are you using to spice up your Halloween look? #MKTreatYourself</p>

# TIP

New customers are right under your nose and are waiting for you on Facebook! Try this tip to see if a birthday surprise could potentially garner new business. Check your Facebook every day to see which of your friends are celebrating a birthday. You can take this chance to send a Facebook message wishing them a very happy birthday and offering samples, a free makeover consultation or even a percentage off of their next purchase with you.

Here's how one Mary Kay Independent Beauty Consultant does it ...





# GET READY FOR NOVEMBER!

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

## MARY KAY® NOVEMBER 2021 SOCIAL MEDIA PLAYBOOK #MKBeautyDetails

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, Nov. 1	<i>Indulge</i> ® Soothing Eye Gel	Take a hands-free video of yourself applying the eye gel after you have cleansed your face.	<p>Need a pick me up? 😩 Revive your tired-looking appearance with <i>Indulge</i>® Soothing Eye Gel. This cooling gel contains botanical extracts that help calm and condition skin. #MKBeautyDetails</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How refreshed does your skin feel after applying this? Describe how the cool gel feels on your skin. Which Mary Kay® mask would you pair this gel with for the perfect relaxation moment?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Nov. 4</p>	<p><i>Mary Kay</i><sup>®</sup> Gel Semi-Matte Lipstick</p> <p>AND</p> <p><i>Mary Kay Unlimited</i><sup>®</sup> Lip Gloss</p> <p>AND</p> <p><i>Mary Kay Chromafusion</i><sup>®</sup> Blush</p>	<p>Take a photo of these products on a flat surface styled with ribbon or other gifting items.</p> <p>OR</p> <p>Visit the Holiday/Seasonal Topic in the <i>Mary Kay</i><sup>®</sup> Digital Library to download an image.</p>	<p>This year, I'm wrapping up happiness and gifting the women in my life color. 🌈 From skin care to makeup and more, you can make someone's season merry and bright with an assortment of <i>Mary Kay</i><sup>®</sup> products. #MKBeautyDetails</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which shades of these <i>Mary Kay</i><sup>®</sup> products are you featuring in the photo? How do these colors boost your mood and your confidence? What colorful product bundle would you create for someone to gift?</i></p>

†Available while supplies last

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

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