



As a reminder about TikTok, you can only post about Mary Kay® products at this time, not the opportunity. This is due to platform rules and regulations. For more information about the TikTok platform, click [here](#).

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, April 1</p> <p>April Fools' Day</p>	<ul style="list-style-type: none"> • Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30 • TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30 • TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30 • MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30 	<p>Capture a short video of yourself posing with a Mary Kay® sunscreen and applying it on your face.</p>	<p>No pranks here, just sun protection perfection! 🌞 April Fools' Day or not, I never joke about my sun protection. I apply my sunscreen every day, because fooling around with harmful UV rays is a game I don't play! 🧴</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® sunscreen is your favourite? When do you apply the sunscreen, and how often do you reapply? Do you have any tips on how to work sunscreen into your makeup routine?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, April 10</p>	<ul style="list-style-type: none"> • Mary Kay Clinical Solutions® Retinol 0.5 • Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer • Mary Kay Clinical Solutions® HA + Ceramide Hydrator • Mary Kay Clinical Solutions® Ferulic + Niacinamide Brightener • Mary Kay Clinical Solutions® PHA + AHA Resurfacer 	<p>Snap a picture of Mary Kay Clinical Solutions® Retinol 0.5 and the Mary Kay Clinical Solutions® boosters on your bathroom vanity.</p>	<p>Ready to take your skin care to the next level? 🙌 Because I've got some Mary Kay Clinical Solutions products for you! 🙌 By tag-teaming with Retinol 0.5 and a booster, you'll be able to target any skin care concern! 🎯 #MyMKSkin</p> <p>💖 Retinol 0.5 = prevent & reverse visible signs of aging</p> <p>💜 C+ Resveratrol Line-Reducer = visibly reduce the look of lines & wrinkles</p> <p>💙 HA + Ceramide Hydrator = boost hydration</p> <p>🧡 Ferulic + Niacinamide Brightener = reduce visible dark spots</p> <p>💚 PHA + AHA Resurfacer = smooths the appearance of the skin's surface</p> <p>Personalize your post by answering the question below! <i>What's your favourite Mary Kay Clinical Solutions® booster?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, April 22</p> <p>Earth Day</p>		<p>Visit the Social Media Images tab in Social Media Central on Mary Kay InTouch®, and scroll down to “Discover the Beauty of MK” to use Company-provided assets.</p>	<p>Happy Earth Day! 🌍❤️ I’m so proud to work with a company that’s committed to sustainability. Here’s just a few ways they do it:</p> <ul style="list-style-type: none"> - Mary Kay has planted over 1 million trees in partnership with the Arbor Day Foundation. 🌳 -Mary Kay global world headquarters and manufacturing facility are powered by 100% renewable energy. 💪 -The world headquarters & manufacturing facility have achieved zero-landfill status. <p>Personalize your post by answering the questions below! <i>How are you helping the environment?</i></p>

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Social Trend: #DoubleGlossing

What is it? The double-gloss method is simple: all you have to do is start with either a lip oil or a lip mask and then top it off with a lip gloss, which should leave you with the most luscious-looking lips ever!

Why it works: This new trend can be recreated using Mary Kay® products. It is specific to the beauty category and is an easy way to cross promote different lip products.

How to do it: Try using the Satin Lips® Set and Unlimited® Lip Gloss as the perfect duo to create your own #DoubleGloss look. To further engage your audience, ask your followers/viewers to weigh in on the conversation and comment with a favourite lip combo they would use to create the perfect #DoubleGlossing.

Examples:

[[TikTok1](#)] [[TikTok2](#)] [[TikTok3](#)]

More info: <https://www.popsugar.com/beauty/double-gloss-editor-experiment-49339447>