

MARY KAY

Social Media Playbook

January 2024

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, Jan. 3	Clinical Solutions® Ferulic + Niacinamide Brightener	Use the assets on Social Media Central	<p>🚨 PRODUCT OF THE MONTH ALERT 🚨</p> <p>Boost skin's brightness one drop at a time with Clinical Solutions® Ferulic + Niacinamide Brightener. The triple threat of brighteners.</p>
Tuesday, Jan. 9	<p>NEW TimeWise Miracle Set®</p> <p>AND</p> <p>Your favourite Mary Kay® skincare products</p> <p><i>*This is a commercial post and can only be posted on a Business account.</i></p>	<p>Capture a Reel or a short video of you completing your winter skin care routine.</p> <p>INSPO: This reel</p>	<p>Use as is or condense copy to suit your needs</p> <p>Winter is here, and so is the dry and cold air that can make your skin feel dull and irritated 😞 But don't worry, I'm here to help you keep your skin glowing and happy all season long 😊</p> <p>One of the best ways to adapt your skincare with the changing weather is to use products that are specially designed to nourish and protect your skin from the harsh elements. That's why I recommend the TimeWise® Miracle Set® 🧐</p> <p>It's a three-step skincare routine that is clinically proven to reset the pace of skin's visible aging starting in as little as 2 weeks! 🙌</p>

			<p>If you're interested in trying the TimeWise Miracle Set® or any other products that can help you with your winter skincare needs, just DM me and I'll be happy to create a personalized plan for you 💖</p> <p>Don't let the winter blues get you down - let's make this season a time to shine ✨</p> <p>Personalize your post by answering the questions below!</p> <p>What Mary Kay® products do you add to your routine during the winter months? How have they helped your skin?</p>
Wednesday, Jan. 17	<i>*This is a commercial post and can only be posted on a Business account.</i>	Write out some of your 2024 resolutions on a piece of decorative paper then snap a picture.	<p>Did you know that most people have given up on their resolutions by mid-January? 🧐 In fact, January 19 is the day when most people abandon their goals for the new year.</p> <p>But not me. I'm determined to stay focused on growing and improving myself, and I'm proud to do that with Mary Kay 💖💖</p> <p>Mary Kay is more than just a beauty brand. It's a community of women who support each other, inspire each other, and empower each other to achieve their dreams 🤝</p> <p>With Mary Kay, I get to enjoy amazing products that make me look and feel fabulous, and I</p>

			<p>also get to share them with others and make a positive impact in their lives 🌟</p> <p>Mary Kay has helped me become more confident, more resilient, and more successful, and I'm so grateful for this opportunity 🙏</p> <p>(If you remove the section below, you may post on a personal account)</p> <p>If you're looking for a way to make 2024 your best year ever, I invite you to join me and discover the benefits of being a Mary Kay Independent Beauty Consultant 💡</p> <p>Just DM me and I'll be happy to tell you more about this amazing journey 💖</p> <p>Personalize your post by answering the questions below!</p> <p>What are your 2024 resolutions? How is Mary Kay helping you reach these goals?</p>
Tuesday, Jan. 23	Mary Kay® Hydrogel Eye Patches	Snap a selfie of you wearing the Mary Kay® Hydrogel Eye Patches.	<p>Self-care is not a luxury, it's a necessity. Especially in the upcoming year, when we all need to take care of ourselves and our well-being 💖</p> <p>One of the ways I practice self-care is by using Mary Kay® Hydrogel Eye Patches 🌸 They soothe and brighten my tired</p>

			<p>eyes, helping me look awake and refreshed.</p> <p>PRO TIP: Store these patches in the fridge for an added cooling and depuffing effect ❄️ Trust me, it feels amazing and it's a great way to start or end your day 🙌</p> <p>Personalize your post by answering the questions below!</p> <p>What other Mary Kay® products do you use for self-care? How often do you use the Mary Kay® Hydrogel Eye Patches?</p>
Monday, Jan. 29	<p>Mary Kay® Chromafusion Contour</p> <p>AND</p> <p>Palette Cheek Brush</p>	<p>Film a video of yourself applying the Mary Kay® Chromafusion Contour with the Palette Cheek Brush.</p>	<p>I miss the sun during the colder winter months ☹️ But I have a secret that helps me achieve the perfect sun-kissed look without leaving my home 🏠</p> <p>It's the Chromafusion Contour, a bronzer that blends seamlessly with your skin tone and gives you a natural-looking glow 😊</p> <p>The Chromafusion Contour is easy to apply with the Palette Cheek Brush, which is specially designed to fit the contours of your face and distribute the product evenly 🖌️</p> <p>All you need to do is swipe the brush over the bronzer, tap off the excess, and apply it to the areas where the sun would naturally hit your face, such as</p>

			<p>your forehead, temples, cheekbones, and jawline 😊</p> <p>You can also use the brush to blend the bronzer with your blush and highlighter for a flawless finish 🌀</p> <p>Personalize your post by answering the questions below!</p> <p>What other Mary Kay® products complement the Chromafusion Contour? Do you have any tips and tricks on where to apply the Contour on your face?</p>
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†Available while supplies last

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Social Trend: Skincare Order of Application (#orderofskincare)

What is it? This trend visually shows the correct order of application for any given skincare routine. Shown in a visually aesthetic and easy-to-understand way, these types of TikToks and Reels continue to gain popularity on socials!

Why it works: Mary Kay offers a variety of skincare regimens that can be showcased for this kind of video. This is a simple yet informative way to educate your customers on the correct way to apply various skincare products. There is an opportunity to highlight different kinds of products and/or regimens in order to cross promote and upsell even more Mary Kay products.

How to do it: Show your followers the correct order of application for the TimeWise® Miracle Set® or any other Mary Kay skincare regimen. See below for examples. Additionally, consider leveraging this trend to support new product launches, seeing as many consumers may have questions about how a new skincare item fits into their already existing skincare routine.

Examples:

[\[TikTok1\]](#) [\[TikTok2\]](#) [\[TikTok4\]](#)