




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](#).

If your post is attempting to do business with your audience, that is you are actively soliciting team members, selling products, posting prices, discounts, the post is considered a commercial message and should be reserved for a business page, account or closed customer groups, not your personal account.

End and start your Seminar year strong by posting consistently to social media to help you reach new connections and to establish yourself online as a reputable beauty and skin care advisor! There are many exciting, new products you can promote on social media for the remainder of the spring season and throughout the summer months!

- The MKMen® line has been upgraded just in time for Father’s Day! The MKMen® Regimen has all the necessities for the special men in your life: MKMen® Moisturizing Shave Cream, MKMen® Ultimate Moisturizer and MKMen® Daily Facial Wash.
- With beautiful, floral packaging and delectable scent notes of pear, rose and amber, Mary Kay Confidently You™ Eau de Parfum is the perfect fragrance for the warmer months.
- The limited-edition† Mary Kay® Lavender & Coconut Scented Body Lotion and Scented Shower Gel make for perfect gifting items!
- To attract and excite younger generations, we are releasing limited-edition† Mary Kay® Tinted Lip Oil in shades Blush and Berry. There is also an exciting philanthropic angle as \$1 from each sale will be donated to the Mary Kay Ash Charitable Foundation from April 26 – September 15, 2025.

| DATE | PRODUCTS | PHOTO/VIDEO | CAPTION |
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| Thursday, May 1 Mother’s Day Prep | Mary Kay® Hydrogel Eye Patches AND TimeWise Repair® Lifting Bio-Cellulose Mask | Arrange all the giftable Mary Kay® products in front of a gift bag, decorated like it’s intended for your mom. Then take a photo. | I got my love for skin care and quality beauty products from my mama. 🤗💫 That’s why she’s getting a bag full of Mary Kay goodies for Mother’s Day! DM me if you’re looking for the perfect Mother’s Day gift idea. ❤️ |

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| | <p>AND</p> <p>Mary Kay® Sunscreen Broad Spectrum SPF 50</p> <p>AND</p> <p>Mary Kay® 2-In-1 Body Wash & Shave</p> <p>AND</p> <p>Mary Kay® Hydrating Lotion</p> | <p>OR</p> <p>Film a video of yourself packing a gift bag with the Mary Kay® giftable items. Upload the video to social media and add text overlay naming each product shown.</p> <p>Inspiration:</p>  | <p>Personalize your post by answering the questions below! <i>What are your mom's favourite Mary Kay® products? What are the best products for moms?</i></p> <p>Mother's Day is a special time to celebrate and honour the incredible women in our lives. We understand that this day can be different for everyone, so you may want to tailor your messages to resonate with all your followers, including those who may not have a mom or who have lost their mom. Let's make this Mother's Day meaningful for everyone.</p> |
| <p>Tuesday, May 6</p> <p>Teacher Appreciation Day</p> | <p>White Tea & Citrus Satin Lips® Set</p> <p>AND</p> <p>White Tea & Citrus Satin Hands® Nourishing Shea Cream</p> <p>AND</p> <p>Mary Kay® Micellar Water</p> | <p>Film yourself as you pack a gift basket with the suggested Mary Kay® products and other decorative gift-wrapping items. Arrange the items neatly and end the video with a clip of the finished basket.</p> | <p>I'm showing some ❤️ to our hardworking teachers this Teacher Appreciation Day with a gift basket full of Mary Kay self-care treats!! 🧴💕</p> <p>If you want to shower the teachers in your life and make Teacher Appreciation Day every day, comment 📺 to learn about all giftable products from Mary Kay.</p> <p>Personalize your post by answering the questions below! <i>What little touches would you add to make this gift basket extra special? What are your go-to Mary Kay® self-care products?</i></p> |

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| <p>Monday, May 12</p> <p>Mary Kay Ash's Birthday</p> | | <p>Post a photo of Mary Kay Ash. You can also repost from the Mary Kay Canada brand channels.</p> | <p>Today is a very special day in the Mary Kay world. It is Mary Kay Ash's birthday! 🎂🎉 We continue to honour her legacy every year as she was a trailblazer for women's empowerment. 🙌 Join me in wishing Mary Kay Ash happy birthday by commenting ❤️ on this post!</p> <p>Personalize your post by answering the questions below! <i>When did you start a Mary Kay business? How do you celebrate Mary Kay Ash's birthday?</i></p> |
| <p>Friday, May 16</p> | <p>MKMen® Regimen, which includes MKMen® Moisturizing Shave Cream, MKMen® Ultimate Moisturizer and MKMen® Daily Facial Wash</p> | <p>Choose a clean background, such as a bathroom shelf, then record short videos showcasing each product in the MKMen® Regimen one by one. Combine all the clips into one video on the social media platform of your choice, then add text overlay with the product names.</p> <p>Inspiration: https://www.instagram.com/p/DARNKHdSbS9/</p> | <p>Men need skin care too! 🙌 The NEW MKMen Regimen includes three essential products for any man's skin care routine:</p> <ul style="list-style-type: none"> 🧴 Daily Facial Wash 🧴 Moisturizing Shave Cream (as needed) 🧴 Ultimate Moisturizer <p>@ someone in the comments of this post who needs this regimen! #MyMKSkin</p> <p>Personalize your post by answering the questions below! <i>To what man in your life will you be gifting the MKMen® Regimen? What other Mary Kay® products do you recommend to men?</i></p> |
| <p>Tuesday, May 20</p> | <p>Limited-Edition† Mary Kay® Tinted Lip Oil in Blush and Berry shades</p> | <p>Film yourself applying and wearing the limited-edition† Mary Kay® Tinted Lip Oil shades as well as close-up shots of the products. Combine the</p> | <p>I'm kissing dryness goodbye 🙌 and saying hello to glossy, smooth lips, thanks to limited-edition Mary Kay Tinted Lip Oil. 💋 This lip oil comes in two perfectly kissable shades.</p> |

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| | | <p>various clips into one video on the social media platform of your choice.</p> <p>Inspiration:</p> <p>https://www.instagram.com/p/DDucMtTOiqu/</p> | <p>Are you team Blush? 😊 Or team Berry? 🍓 Comment below! ↓</p> <p>Personalize your post by answering the questions below!</p> <p><i>How do you prep your lips before applying the tinted lip oil? What other Mary Kay® lip products would you pair with this product?</i></p> |
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†Available while supplies last

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