

MARY KAY™

#MKCABeautyDetails

Social Media Playbook

December 2021

| DATE | PRODUCTS | PHOTO / VIDEO | CAPTION |
|--------------------------|--|--|--|
| Wednesday, December 1 | | Take a selfie in your festive attire as you get into the holiday spirit. | Let the holiday countdown begin! 🎉 It's officially the most wonderful time of the year! 🎅 How are you getting into the holiday spirit? #MKCABeautyDetails <i>What are you most looking forward to this month? How do you plan to end the year on a bright note?</i> |
| Sunday, December 5 | Mary Kay Naturally® Purifying Cleanser Mary Kay Naturally® Nourishing Oil Mary Kay Naturally® Exfoliating Powder Mary Kay Naturally® Moisturizing Stick | Take a photo of these products on a flat surface, such as your vanity or bathroom counter, styled on top of a white towel. Surround the products with a plant or greenery. | Mix, match and multitask! Each of these Mary Kay Naturally® products have quality ingredients and gentle formulas: 👉 Mary Kay Naturally® Purifying Cleanser 👉 Mary Kay Naturally® Nourishing Oil 👉 Mary Kay Naturally® Exfoliating Powder 👉 Mary Kay Naturally® Moisturizing Stick All Mary Kay Naturally® products are free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES. #MKCABeautyDetails |
| Tuesday, December 7 | Mary Kay® best-sellers | Take a photo of your choice of Mary Kay® best-sellers on a flat surface next to your shopping bags/boxes. | These Mary Kay® products are the best of the best! 😍 Beauty is in the details of these favourites. #MKCABeautyDetails <i>Which best-selling products did you choose? Why did choose these? What product benefits stand out to you?</i> |

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| Thursday, December 9 | Limited-Edition† Mary Kay® Intuitive pH Lip Balm | Take two selfies of yourself wearing each shade, showing the natural pigmentation it brings out of your lips. | I'm embracing my true hue with limited- edition Mary Kay® Intuitive pH Lip Balm! 🦋 It features pH-reactive ingredients for a hue that's all you, plus a moisturizing complex for soft, creamy colour and kissable lips. 🍷 Which smoochable shade do you want to try, Pink or Berry? #MKCABeautyDetails Available while supplies last. <i>Which shade do you like better? How does it complement your chemistry?</i> |
| Saturday, December 11 | Indulge® Soothing Eye Gel | Take a video applying eye gel to your brow bone and undereye area after you have cleansed your face. | Sprinkle some hydration into your daily routine with Indulge® Soothing Eye Gel. 🌧️ This cooling gel helps increase skin moisturization and is suitable for the sensitive skin around the eye area. 👁️ Eye love it! #MKCABeautyDetails |
| Monday, December 13 | | Snap a photo showing how you are choosing to enjoy the holiday season! Is it with fellow Beauty Consultants or family? Is it in a cute coffee shop or wrapping gifts and customer orders? | The holiday season is filled with candy canes, hot cocoa and a wonderland of last-minute to- dos! 🍷 But I wouldn't have it any other way. Especially when I can fit my Mary Kay business into times like these with ease. #MyMKLife #MKCABeautyDetails <i>Describe what are you doing in the photo. How does your business fit into your holiday life?</i> |
| Thursday, December 16 | Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* Mary Kay® Makeup Finishing Spray by Skindinävia | Hold both products in your hand with your vanity or bathroom sink in the background along with other Mary Kay® products. Then snap a photo. | Set, stay and slay! ⚡ Give your makeup staying power with these two must-haves: ☀️ Before applying: Use Mary Kay® Foundation Primer Sunscreen SPF 15. ☀️ After applying: Use Mary Kay® Makeup Finishing Spray by Skindinävia. #MKCABeautyDetails |
| Tuesday, December 21 First Day of Winter | Fragrance-Free Satin Hands® Pampering Set | Take a photo of the Pampering Set next to your mittens, scarf or other winter go-tos. | Winter is officially here! ❄️ This three-step, spa-like treatment leaves hands feeling soft and supple as rough, dry areas are smoothed away. 🧤 What are some ways you like to take skin care beyond your beautiful face? #FirstDayOfWinter #MKCABeautyDetails |

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| Thursday, December 23 | | Visit InTouch™> Digital Zone> <i>Interactive Catalog</i> for downloadable social media assets to promote this app to your customers! | Make a wish list and check it twice! ✔ With the Mary Kay® Interactive Catalog app, it's super easy to create a wish list and share it with family and friends for last-minute gifting ideas. 📺 What's the number 1 item on your Mary Kay wish list? #MKCABeautyDetails <i>What are some products you can recommend (e.g., popular picks, limited-edition products or your personal faves)? How would you bundle these?</i> |
| Saturday, December 25 Christmas Day | Your favourite Mary Kay® lipstick | Take a photo or video showing how you are celebrating the holiday, while wearing your favourite Mary Kay® lipstick. | Merry Christmas! 🎄 I can't wait to jingle all the way – all Christmas day! I made sure to be mistletoe-ready with my favourite Mary Kay® lipstick. 🍷 It adds a merry and bright touch to my lips and my holiday look. #Christmas #MKCABeautyDetails <i>Which shade of lipstick are you wearing? Why is it your favourite? How are you celebrating the holiday?</i> |
| Friday, December 31 New Year's Eve | Mary Kay Chromafusion® Eye Shadow Mary Kay® Eyeliner in MK Black Lash Intensity® Mascara in Black | Take a time-lapse video of yourself creating your New Year's Eve glam. Then take a selfie of your final look. | Happy New Year's Eve! 🥳 I'm glowing my way into the new year! Tonight is the perfect occasion to add a touch of sparkle to your look and your lids with Mary Kay Chromafusion® Eye Shadow! #NewYearsEve #MKCABeautyDetails <i>Which shades of eye shadow did you use? What other Mary Kay® products did you incorporate into your look? Did you glam it up or stay neutral?</i> |

†Available while supplies last

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Tip! If you follow these prompts exactly as they are written, you will create informational messages.

Informational messages can be posted to both your personal and business social media pages. Should you add anything that invites a user to do business with you – such as a price or a suggestion to book a party – these will be considered commercial messages, which should only be posted to a business page.