

**TIMEWISE®
MIRACLE SET®
TIKTOK
THOUGHT
STARTERS**



LAUNCH/REINTRODUCE/GET TO KNOW THE MIRACLE SET - SERIES



LAUNCH/REINTRODUCE THE MIRACLE SET

Introduce your followers to the new TimeWise® Miracle Set® in a fun and engaging way.

CAPTION: As a passionate Independent Beauty Consultant, I couldn't be more thrilled to announce the highly anticipated launch of the TimeWise® Miracle Set®! 🍷 ✨ Follow along for more education around our reimagined regimen!

HASHTAGS: #MaryKay #MKBeautyBFF



GET TO KNOW THE MIRACLE SET: COMPLEX EDUCATION (ABC'S FOR SKIN)

Share what makes the 3D complex special and beneficial for overall skin health.

CAPTION: EPISODE 2: TimeWise® 3D Complex: Your Ultimate ABCs for Glowing Skin! 🌸 ✨ Experience the incredible benefits of a DOUBLE INFUSION of antioxidants, brightening agents, and collagen support twice a day! 🕒 ✨

HASHTAGS: #MaryKay #MKBeautyBFF #FavouriteProducts

GET TO KNOW THE NEW MIRACLE SET - SERIES INSPIRATION

GET TO KNOW THE MIRACLE SET: WHAT'S NEW? PART 1

Share what's been reimagined in the new TimeWise® Miracle Set® and why.

CAPTION: EPISODE 3: What's new? I love the upgrades that have been made and I hope you do too! Comment below what you're most excited about!

HASHTAGS: *#MaryKay #MKBeautyBFF*

GET TO KNOW THE MIRACLE SET: WHAT'S THE SAME? PART 2

Share what's the same in the new TimeWise® Miracle Set® and why.

CAPTION: EPISODE 4: What's the same? Everything we loved about the original miracle set is here to stay!

HASHTAGS: *#MaryKay #MKBeautyBFF #FavouriteProducts*



GET TO KNOW THE NEW MIRACLE SET - SERIES INSPIRATION

GET TO KNOW THE MIRACLE SET: 4-1 CLEANSER

Show off the new packaging for the 4-1 Cleanser while highlighting the key benefits of the product.

CAPTION: EPISODE 5: Get to know the 4-1 Cleanser! I love how it comes in two formulas to cater to your skin type, combination-to-oily or dry-to-normal. Start with this cleanser both in your AM and PM skin care routine.

HASHTAGS: *#MaryKay #MKBeautyBFF*

GET TO KNOW THE MIRACLE SET: ANTIOXIDANT MOISTURIZER

Show off the new packaging for the Antioxidant Moisturizer while highlighting the key benefits of the product.

CAPTION: EPISODE 7: Get to know the Antioxidant Moisturizer in the reimagined TimeWise® Miracle Set®! This product is the second step in your AM routine and the final step in your PM routine!

HASHTAGS: *#MaryKay #MKBeautyBFF*



SERIES / ORDER OF APPLICATION

GET TO KNOW THE MIRACLE SET: NIGHTTIME RECOVERY & DAYTIME DEFENDER

Show off the new packaging/products while highlighting the key benefits of both products.

CAPTION: EPISODE 7: To wrap up our Get To Know Miracle Set series, let's talk about the new Daytime Defender and Nighttime Recovery. Both products contain the patented 3D complex and are specifically designed for day-time skin protection and nighttime skin recovery.

HASHTAGS: *#MaryKay #MKBeautyBFF*

AM + PM

Give customers the inside scoop on how to apply the Miracle Set in the AM + PM. Show the difference between AM and PM application by using different transitions or on-screen text.

CAPTION: Ready to become a TimeWise® Miracle Set® expert? Let's dive into the order of application for optimal results.

HASHTAGS: *#MaryKay #MKBeautyBFF*



ORDER OF APPLICATION

AM

Show customers how easy it is to apply the Miracle Set in the AM

CAPTION: Easy as 1,2,3! I love how easy AM skin care is with the new TimeWise® Miracle Set®. Follow for part 2 to learn the difference between the AM vs. PM routine!

HASHTAGS: *#MaryKay #MKBeautyBFF*

PM

Show customers how easy it is to apply the Miracle Set in the PM

CAPTION: Recovery is key for the TimeWise® Miracle Set® nighttime routine. In 3 easy steps, my skin has all the right ingredients to recover from the day to start fresh tomorrow!

HASHTAGS: *#MaryKay #MKBeautyBFF*



THOUGHTSTARTERS & MORE

WHY I LOVE THE NEW MIRACLE SET

Explain to your customers the reason you love the new TimeWise® Miracle Set® in your own words.

VISUAL: This video can capture unboxing the new products, applying or a mix of shots of your choice. The goal is to showcase the new set and excite customers to try.

CAPTION: Say hello to the 3D complex we know and love, reimagined! The TimeWise® Miracle Set® continues to be a game-changer in protecting skin from premature aging. Join me in making every age our favourite age with the reimagined TimeWise® Miracle Set®.



HASHTAGS: *#MaryKay #MKBeautyBFF*

CLICK THE LINKS BELOW TO WATCH SOME EXAMPLES!

[TimeWise® Miracle Set® Order of Application](#)

[TimeWise® Miracle Set® Product Reel](#)

[TimeWise® Miracle Set® Unboxing](#)

