





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.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Nov. 1	Mary Kay Chromafusion® Eye Shadow in Hazelnut AND Mary Kay® Supreme Hydrating Lipstick in Better Than Bare AND Mary Kay® Waterproof Eyeliner in Brown	Film a makeup tutorial showing off a signature fall look. Upload the video footage to Instagram or TikTok to edit in the app. Film a voiceover or add text instructions in-app so your audience can follow along.	Currently 🍂 falling 🍂 in love with this makeup look from Mary Kay! ☕ 🧸 I have been dying to bring out the warm, toasty shades and now that autumn’s here, it’s the perfect time! 🔥 Comment a ❤️ below if you’re trying out this look for yourself! Personalize your post by answering the questions below! <i>How can you customize this look for different skin tones/features? What fall occasions would you wear this makeup look to?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Nov. 6</p>	<p>White Tea & Citrus Satin Lips® Shea Butter Balm</p> <p>AND</p> <p>Mary Kay® Waterproof Lip Liner in the shade of your choice</p>	<p>Arrange the suggested products next to your makeup bag or purse. Position the products on a solid-coloured flat surface and snap an overhead picture.</p> <p>Inspo:</p> 	<p>My Mary Kay lip combo is an everyday MUST. 🙌💄👜</p> <p>💕 The White Tea & Citrus Satin Lips Shea Butter Balm is amazing for touchups and always keeps my lips hydrated throughout the day. 💧</p> <p>🖍️ While the Mary Kay Waterproof Lip Liner gives long-lasting colour that just doesn't quit! 🙌</p> <p>What's your everyday makeup must-have? Comment below! 🙌</p> <p>Personalize your post by answering the question below!</p> <p><i>How often do you reapply your lip products?</i></p>
		<p>Visit the Social Media Image Library on Mary Kay InTouch® and navigate to the Business Tools category. Download a picture utilizing the #1 Direct Selling brand in the World claim, such as the below.</p> 	<p>Did you know that Mary Kay has been ranked the #1 direct selling brand of skin care and cosmetics in the world* not once, but two years in a row?? 🏆🌍💕</p> <p>I'm so proud to be able to work with a company that is always dedicated to delivering high-quality products! 🙌🙌🙌</p> <p>Comment #1 below if you want to learn more about the beloved products that helped Mary Kay earn this spot at the top! 🙌</p> <p>*"Source Euromonitor International Limited; Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data."</p>

			<p>Personalize your post by answering the questions below!</p> <p><i>How long have you worked your Mary Kay business? Why else are you proud to be an Independent Beauty Consultant?</i></p>
<p>Tuesday, Nov. 12</p>	<p>Mary Kay Chromafusion® Blush in Darling Pink</p> <p>AND</p> <p>Mary Kay® Supreme Hydrating Lipstick in Think of Pink</p> <p>AND</p> <p>Mary Kay® Liquid Eye Shadow in Pink Starlight</p>	<p>Film a video of you applying all the suggested makeup products. Upload this video to Instagram or TikTok and use the text overlay feature while editing to add the names of each product as they show up in the video.</p>	<p>If you're a true 🎀 pink girlie 🎀, Mary Kay has you covered! Blush? 😊 Lipstick? 💄 Eyeshadow? 👁️ There's all of that and more! 🙌 What? Like it's hard? 😏</p> <p>Comment PINK below if you're thinking pink and want a product suggestion from me! 💬</p> <p>Personalize your post by answering the questions below!</p> <p><i>What other pink-packaged products does Mary Kay offer that you like?</i></p>
<p>Saturday, Nov. 16</p>	<p><i>NEW! Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™</i></p>	<p>Take multiple selfies or a video of yourself showing different playful facial expressions while holding the Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter.</p>	<p>When it comes to limiting wrinkles caused by expression lines, I'm skipping the injections 🙅💉 and saying hello to the ❤️ NEW Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™! ❤️</p> <p>I will be adding this to my routine so I can limit any wrinkles while still being able to express myself! 🙌 No frozen face here! 🤖</p> <p>Want to learn more or try this product out for yourself? DM me or leave a comment!</p>

			<p>Personalize your post by answering the questions below!</p> <p><i>What's your first impression of this product? What makes this product stand out from other anti-aging products? How does this product personally benefit you?</i></p>
<p>Tuesday, Nov. 19</p> <p>Women's Entrepreneurship Day</p>		<p>Post multiple photos of you working your Mary Kay® business, whether it is you hosting a party or attending a fun event like Seminar!</p>	<p>Happy Women's Entrepreneurship Day! 🧑‍💼 📁 ❤️</p> <p>Today, I can't help but feel touched as I reflect on all the amazing memories and women I've met while working my Mary Kay business. I don't know what I'd do without them. 🥰</p> <p>And of course, I can't not mention the original woman entrepreneur herself, Mary Kay Ash, for pioneering a business that's been going strong for 61 years now! #MyMKLife ❤️ 🙌</p> <p>Personalize your post by answering the questions below!</p> <p><i>What does being an Independent Beauty Consultant mean to you? Why did you start your Mary Kay® business? What do you enjoy most about being a women entrepreneur?</i></p>
<p>Monday, Nov. 25</p>	<p>Limited-Edition† Mary Kay® Waterproof Lip Liner in Violet Lilac and Tangerine</p>	<p>Take a video of you swatching and trying on the new limited-edition† Mary Kay® Waterproof Lip Liner shades.</p>	<p>I love how amazing my lips look and feel thanks to these new, fun lip liner shades from Mary Kay. 💜 🗨️ ❤️</p> <p>With two new limited-edition shades and nine other fabulous and long-lasting liners, the lip look possibilities are endless! 💄</p>

			<p>Which shade do you prefer? Are you team Lilac 🌜 or team Tangerine 🍊? Comment below!</p> <p>Personalize your post by answering the questions below! <i>What other Mary Kay® lip products would pair well with the new lip liner shades? What makes Mary Kay® lip liners stand out from other brands?</i></p>
<p>Friday, Nov. 29</p> <p>Mary Kay® Pink Weekend</p>	<p>Your favourite Mary Kay® products that you think would make good gifting items.</p>	<p>Take a picture of your Mary Kay® products of choice with gifting elements, such as wrapping paper.</p>	<p>I don't know about you...but I'm shopping PINK this weekend! 🛒❤️👉 Mary Kay Pink Weekend is here! ❤️</p> <p>Comment your favourite pink emoji to learn more about which Mary Kay products to gift this season. 🎁</p> <p>Personalize your post by answering the question below! <i>Do you have any special promotions or discounts you'd like to offer for Mary Kay® Pink Weekend?</i></p>

†Available while supplies last.
All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

Join the Mary Kay Sales Education Facebook Group

Become a member of the Mary Kay Sales Education Facebook Group for access to exclusive content such as Facebook Lives, sales force testimonials, tips and more. You will be in a group with 6,000 other Mary Kay independent sales force members so you can collaborate with and learn from them. Request to join the group [here!](#)

Trend Alert: 2024 Makeup Look: No Mascara, Bold Lip

What is it? Currently, no mascara with a bold lip is trending. This look is also known as "French Girl" makeup. The "French Girl" look is all about enhancing your natural beauty with minimal, barely there makeup. This routine features no eye makeup, all the standard base products, and a statement lip as the focal point. Red, burgundy, or brown lip shades are ideal for this routine. For a more relaxed look, smudge out the edges of the lip.

Products to promote: This is a valuable opportunity to promote a variety of lip products such as **Supreme Hydrating Lipstick** (Toasted Plum, Black Cherry, Rockstar Red, and Boho Plum), **Gel Semi-Matte Lipstick** (Red Stiletto, Midnight Red, Crushed Berry, and Berry Famous), **Gel Semi-Shine Lipstick** (Apple Berry, Downtown Brown, Red Smolder, Berry Couture, and Scarlet Red), and **Waterproof Lip Liner** (Truffle Nude, Red, and Berry).

Thought starters:

- 1) **Makeup Tutorial:** Provide a step-by-step tutorial on how to create this trending look. Captions, on screen text, or voice over can be used to explain each step. **Video Example:** [No Mascara, Bold Lip Tutorial](#)
- 2) **Lip Application:** Showcase how each lip option (red, burgundy, and brown) completes this trending makeup look. Apply a red lip, a burgundy lip, and a brown lip in separate takes to demonstrate how different colours enhance the look. Ensure base makeup is applied beforehand. Include both smudged and clean looks. Additionally, you can reference colour analysis to help consumers find their ideal shade for this look. **Video Example:** [Lipstick Colour Analysis Bold Lip Application](#)
- 3) **Matching Your Makeup to Your Outfit:** Showcase how each lip option (red, burgundy, and brown) pairs with different outfits. Outfits that feature pops of red and burgundy are currently trending. **Video Example:** [Pops of Red: Outfit Inspiration](#)