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, Professional Mode or closed customer groups, not your personal account.

Make May Your Moment: Spotlight What's New & Set the Tone for Summer

May is your moment to show up on social media with confidence while setting the stage for summer! With our summer product launch, it's the perfect time to highlight what's new and bring fresh energy to your content. Spotlight must-haves like a perfectly matched foundation, a mascara upgrade that delivers, and a blush that gives back – using them to create fun, engaging, and product-forward storytelling. Think playful tutorials and easy ways to showcase how these new arrivals fit into everyday routines, making your content feel fresh, exciting, and ready for the season ahead.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, May 5 Teacher Appreciation Day	White Tea & Citrus Satin Hands® Pampering Set	Visit the Body Care section in the Social Media Image Library on Mary Kay InTouch® to download the below image to showcase the White Tea & Citrus Satin Hands® Pampering Set as the perfect Teacher Appreciation Day gift.	Teachers deserve more than a "thank you" – they deserve a moment of pure pampering. 🤍 ✨ If you're searching for teacher appreciation gift ideas, this one is a total standout! Pro tip: This set also makes a great gift idea for other May celebrations like Mother's Day or graduation season! 👩‍👧 🚑 🎓

			Want to gift one? Message me and make someone's day extra special. 🫶 **Personalize your post by answering the questions below!** *Who's on your gifting list this month? What kind of gifts do you love receiving – self-care, beauty, or something totally different?*
Sunday, May 10 Mother's Day	Mary Kay Confidently You™ Eau De Parfum and the rest of the women's collection	Post a picture or quick video of your Mary Kay® Women's Fragrance Collection as you promote them for Mother's Day. **Inspiration:** https://www.instagram.com/reel/DHdeurMPJzr/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 	If you're browsing Mother's Day gift ideas, the Mary Kay® Women's Fragrance Collection has a scent story for every kind of woman – from soft florals to warm, empowering notes – because the best gifts aren't just pretty… they're personal. ✨💐 What's your go-to Mary Kay® fragrance? Share your (and/or your mom's) favourite scent in the comments below! 👇 **Personalize your post by answering the questions below!** *What else would your mom like to receive in a Mother's Day Bundle? Which scent from the Mary Kay® Women's Fragrance Collection reminds you most of the mom or mother-figure in your life?*
Tuesday, May 12 Mary Kay Ash's Birthday		Share a photo of yourself running your Mary Kay® business – whether you're meeting with clients, packing orders, or attending a Mary Kay event. This is a great way to showcase your	Happy Birthday to an icon, our fearless leader Mary Kay Ash! 👑💖 Because of her vision and dedication, I have the opportunity to run my own business, connect with amazing women, and grow in ways I never imagined! ✨

		business while giving thanks to Mary Kay Ash on her birthday.	**Personalize your post by answering the questions below!** *Who introduced you to your very first Mary Kay® product? What's your first memory associated with Mary Kay?*
Saturday, May 16	NEW! TimeWise 3D® Foundation in your preferred shade and finish.	Create a video applying your NEW TimeWise 3D® Foundation in your preferred shade and finish – Matte or Luminous. Highlight how it looks on your skin and consider adding a voiceover or on-screen text to share the finish and key benefits. **Inspiration:** https://www.instagram.com/reel/DEmxF2DyXau/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 	I tried the NEW TimeWise 3D Foundation in [insert shade] and here's how it went. 🤯✨ Both the Matte and Luminous finishes feel weightless, build from medium to full coverage, and give me that professional makeup foundation feel – but the finish you choose completely changes the vibe. 💗 Matte keeps me shine-free all day. 💗 Luminous instantly brightens my skin and makes everything look fresh and glowy! If you want to see which finish fits your look, send me a DM for more product info and a 1-on-1 shade-matching consult! 📲 ***Personalize your post by answering the questions below!*** *Do you blend your foundation with a sponge, brush, or your fingertips? What products do you use to set your makeup in place after you've applied your foundation?*
Sunday, May 17	NEW! Mary Kay® Lash Love Fanorama ™ Define + Lift Mascara	Showcase the NEW Mary Kay® Lash Love Fanorama™ Define + Lift Mascara by filming quick videos of the the packaging, applicator,	Myth: All mascaras give you the same lash look. Fact: The NEW Mary Kay® Lash Love Fanorama™ Define + Lift Mascara delivers next-level results – fanning, defining, and lifting every lash for that instant lash-

		and its lash-lifting, clump-free formula. Use a before-and-after video of yourself to demonstrate results and add a voiceover or on-screen text with the product name. **Inspiration:** https://www.instagram.com/reel/DNN01SquQTf/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 	lifting effect that everyone searches for in lengthening mascara reviews. 👀 ✨ Comment "INFO" and I'll send you a DM to help you place your order. 💗 **Personalize your post by answering the questions below!** *What's your eye makeup routine for going out? What's your day-to-day eye makeup routine?*

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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!

Upcoming Holi-dates

Check out the list below for "holi-dates" that you may want to post about on social media.

May – Skin Cancer Awareness Month

May 5 – Teacher Appreciation Day

May 10 – Mother's Day

May 12 – Mary Kay Ash's Birthday

May 27 – National Sunscreen Day

Trend Alert

Stay ahead with these must-try social media trends.

TREND	HOW TO RECREATE IT	EXAMPLES
"Me Without Happiness" This playful, eye-catching trend is all about showing the *before and after* of something you love – starting with an empty hand and a neutral expression, then flipping to a happy moment once your "happiness" appears. It's a fun way to showcase your go-to Mary Kay® products – whether it's your favourite lipstick, a must-have mascara, or your everyday makeup bag. These quick transformations feel authentic and humorous, making them perfect for highlighting the products that boost your confidence and complete your look.	• Start by filming a short clip holding out your empty hand with a neutral expression • Transition to a second clip holding your favourite Mary Kay product(s) and smiling or reacting happily • Keep the full video short (5–8 seconds) for maximum impact • Add text overlay like "Me without happiness" → "Me with happiness" • Choose a trending audio that matches the transformation • List the product in your caption to spark curiosity and questions	Example #1 Example #2 Example #3
"A Trio I Swear By" This trend is all about highlighting the three products that are your ultimate go-tos. In one short clip, you show a flat lay of a phone with a selfie of your finished makeup, then place the three key products that made the look possible right beside or on the phone. It's a simple, visually satisfying way to spotlight your favourites	• Grab a friend's phone and pull up a selfie showing your makeup look • Lay the three products you "swear by" (e.g., Mary Kay Blush Stick, Lip Liner, Lip Gloss or mascara) next to or partially on the phone • Keep the video short, 5–8 seconds, and film	Example #1 Example #2 Example #3

and inspire your audience to try the same products. Perfect for showcasing how Mary Kay helps you achieve your signature look with just a few essentials.	from above for a clean flat-lay perspective • Add the text overlay like "A Trio I Swear By" • List the products in the caption	
"Things I Find Incredibly Chic" This trend is all about showing off the little things that make you feel stylish, confident, or just plain *chic* – and it's a perfect way to position your go-tos as part of a chic, everyday lifestyle your audience can aspire to.	Create a carousel of images for your social post: • **First image:** Add text overlay that says "Things I Find Incredibly Chic." This image can feature yourself, your chic outfit on a day out, or an aesthetic flat-lay of your Mary Kay® products together. • **Next images:** Feature whatever makes you feel chic, always highlighting Mary Kay® products. Examples: ○ *"Having a signature spring scent"* → photo of your favourite Mary Kay® fragrance ○ *"My go-to lip liner"* → photo of your lip liner ○ *"Having smooth hands"* → photo of Mary Kay® hand cream	Example #1 Example #2 Example #3