

MARY KAY®

MULTIUSE MUST-HAVES

SUMMER 2021 TOOL KIT GUIDE

Summer's coming! And you'll be ready to wow every customer with new and versatile *Mary Kay*® products that can maximize and boost her beauty routine. Get summer sales-ready by soaking up all the product info!

STEP 1: LEARN IT!

EXPLORE VERSATILE NEW PRODUCTS AND HELPFUL TIPS.

SPRING 2021

On-Sale Dates

- 4/26** Independent Sales Director Early Offer (DEO)
- 5/10** Star Consultant/*Preferred Customer Program*™ Early Ordering
- 5/15** All Independent Beauty Consultants Early Ordering
- 5/16** Official On-Sale Date



Watch the *Skin Care Extras* video about NEW *Mary Kay*® Micellar Water.



Learn more about NEW *Mary Kay*® Micellar Water in *Skin Care Confident*.



Explore the difference between NEW *Mary Kay*® Micellar Water, *Mary Kay*® Oil-Free Eye Makeup Remover and *Mary Kay*® toners with this handy comparison chart



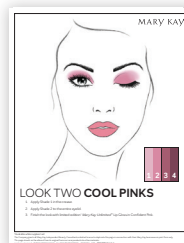
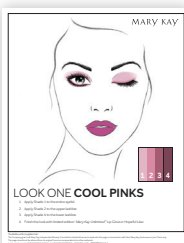
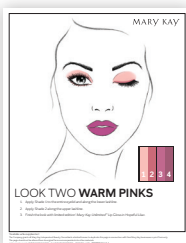
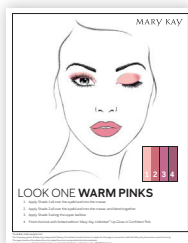
Watch the *Beauty Extras* video about the NEW *Mary Kay*® Eye Blending Brush.



Watch the *Beauty Extras* video about the NEW limited-edition* *Mary Kay*® Eye Shadow Quad.



Watch Global *Mary Kay* Beauty Ambassador Luis Casco share tips for wearing pink eye shadow in the NEW limited-edition* *Mary Kay*® Eye Shadow Quads.



Download these must-have face charts with step-by-step instructions on how to apply shades from each NEW limited-edition* *Mary Kay*® Eye Shadow Quad.

*Available while supplies last

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STEP 2: *SELL IT!*

UTILIZE THESE MUST-TRY RESOURCES DESIGNED TO HELP YOU SELL PRODUCTS TO YOUR CUSTOMERS.



You can use this product flyer to share the benefits of the versatile NEW *Mary Kay*® Micellar Water with your customers.



The NEW *Mary Kay*® Micellar Water Deluxe Mini is available to order to offer to your customers.



Share the limited-edition* *Mary Kay Unlimited*™ Lip Gloss product flier to promote how your customers can gloss up and give back with the *Pink Changing Lives*® cause empowerment program.



Share the NEW limited-edition* *Mary Kay*® Eye Shadow Quad product flier with your customers so they can mix and match eight playfully pink shades.



Consider sharing this flier promoting the NEW *Mary Kay*® Eye Blending Brush and limited-edition* *Mary Kay*® Brush Organizer as a limited-edition* bundle with your customers.



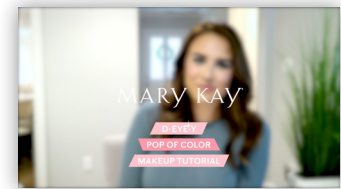
You can use this product flier to share the benefits of the NEW special-edition* *MKMen*® Beard Oil with your customers.



Entice your customers with the sweet scent of sparkling cherry in the NEW limited-edition* *Mary Kay*® Body Care Set using this product flier.



Use this video featuring *Mary Kay* Global Beauty Ambassador Luis Casco to promote new one-palette looks for every skin tone that fit inside the *Mary Kay Perfect Palette*®.



Watch the "*D-Eye-Y Pop of Color Makeup Tutorial*" video for quick tips on how to add a splash of color with the NEW Eye Blending Brush

*Available while supplies last

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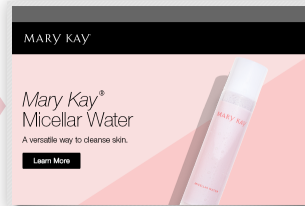
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STEP 3: GO FOR IT!

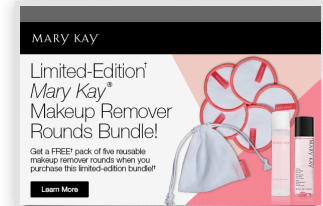
GIVE YOUR CUSTOMERS EASY ACCESS TO PRODUCTS THEY WON'T WANT TO MISS!

MKeCARD® AVAILABILITY DATES

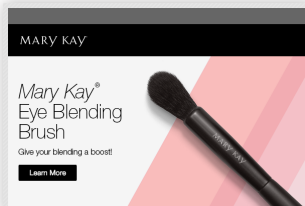
- 4/15** Independent National Sales Director to Independent Beauty Consultant
- 4/26** Independent Sales Director to Independent Beauty Consultant
- 5/16** All Consumer MKeCards®



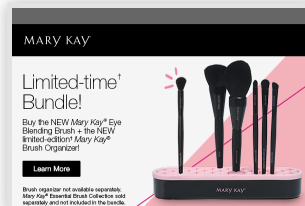
Email an MKeCard® to your customers to let them know about the NEW Mary Kay® Micellar Water.



Email an MKeCard® to your customers to let them know about the NEW limited-edition* Mary Kay® Makeup Remover Rounds Bundle.



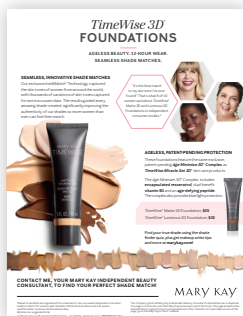
Email an MKeCard® to your customers to let them know about the NEW Mary Kay® Eye Blending Brush!



Email an MKeCard® to your customers to share the NEW Mary Kay® Eye Blending Brush + limited-edition* Mary Kay® Brush Organizer they can purchase as a limited-edition† bundle!



Your customers can digitally thumb through The Look eCatalog on marykay.com.



Share with your customers the benefits of the latest product spotlight, TimeWise 3D® Foundations, with this product flier.



Download the latest Digital Assets from Mary Kay InTouch®, and share them on social media!



The May 2021 Social Media Playbook provides social media posts and prompts to inspire and excite your followers.

*Available from participating Independent Beauty Consultants only and while supplies last
 †Available while supplies last