

FALL/HOLIDAY 2025

Social Media Playbook

MARY KAY



Keep posting consistently on social media ahead of a busy holiday season, especially as gifting becomes more top of mind! This season offers a valuable opportunity to show how Mary Kay® products stand out among other beauty brands. Share a gorgeous makeup transformation that you think would look great for a holiday party. Be authentic and share your skin care journey, showcasing the powerful impact Mary Kay® skin care has had on your skin. With an exciting lineup of new and limited-edition products, there are plenty of opportunities to promote these items as possible gift ideas to get a head start on the holiday gifting season!

#MYMKSKIN #MYMKLIFE



Encourage your customers to shake up their skin care routines, and attract new people to retinol with the new Mary Kay Clinical Solutions® Retinol 0.3. This is Mary Kay's first pure retinol that's gentle enough to use daily from day one.

Celebrate and acknowledge the expanded shade range of the new Mary Kay® Multi-Benefit Concealer, available in nine different shades, including Light 1, 2 and 3; Medium 1, 2 and 3; and Deep 1, 2 and 3.

The new Mary Kay® Undereye Corrector, available in Light Peach and Deep Peach, is a great color-correcting product to ensure your customers have a flawless face for the holiday season!

Colder months call for rosy cheeks! The new limited-edition† Mary Kay® Gel Cream Blush has shades available for every skin tone. It is available in four shades: Coral Kiss, Soft Buff, Pink Stars and Passionfruit.

Mary Kay Confidently You™ Eau de Parfum is a great gifting product by itself, but you can take it up a notch by recommending the new limited-edition† Mary Kay Confidently You™ Bundle as a gift. This bundle includes Mary Kay Confidently You™ Eau de Parfum as well as the new limited-edition† Mary Kay Confidently You™ Silkening Dry Oil. This oil is the perfect complement to the eau de parfum since it strengthens the scent when layered!

To embrace the bold looks of the fall and holiday seasons, create a fun makeup look using the limited-edition† Mary Kay® Trend Collection, which includes the new limited-edition† Mary Kay® Eye Shadow Palettes in Inner Fire and Outer Glow and the new limited-edition† Mary Kay® Tinted Lip Balm in Coral Blaze and Radiant Pink.

If you need a refresher on how to use the Social Media Playbook or if you are completely new to using this resource, please follow the instructions below.

First, download this playbook so you can easily highlight and copy the text on your desktop or mobile device.

Then use this playbook as a guide to help build your social media content calendar for the next few months.

Shoot content using your phone and the guidelines provided in the Photo/Video column.

Copy the caption to start the text of your post, AND be sure to use the personalization questions to make it your own.

The highlighted words in the captions are the relevant keywords in the post. People now treat social media like they do Google as they frequently search keywords on social platforms, such as Instagram, to find relevant information related to their questions or topics. We have highlighted these keywords for you to leverage in these posts, but also for you to keep in mind for social media content you may share in the future.

If you are exploring paid social media advertising, use the paid tip to convert your post into a social media ad that helps you reach new connections! If you need more education on how to run paid social media ads, check out the [Paid Social Media Advertising page](#) on Mary Kay InTouch®.

UPCOMING HOLI-DATES

There are many important dates and fun social media “holi-dates” coming up! Check out the list below for several ideas of fun holi-dates that you may want to post about on social media.

SEPT. 1

Pink Cadillac Day

OCTOBER

Domestic Violence Awareness Month

SEPT. 7

National First Day of Peel Season

OCT. 7

National Inner Beauty Day

SEPT. 13

Mary Kay's 62 Company Anniversary

OCT. 14

National Dessert Day

SEPT. 22

First Day of Fall

OCT. 28

National Chocolate Day

OCTOBER

Breast Cancer Awareness Month

OCT. 31

Halloween

DATE

TUESDAY, SEPT 2



CAPTION/PAID TIP

Caption

These products are perfect for easing into the busy back-to-school season, even if you're not the one going back to school! 😊 Who here needs to indulge in some **self-care** and thinks they could benefit from this bundle?! 🧴📚

DM me if you're interested in learning more about Mary Kay's best self-care products. 💕

Personalize your post by answering the questions below!

What little touches would you add to make this self-care basket more special? What are your go-to Mary Kay® self-care products?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form listing what Mary Kay® products they are interested in learning more about. Consider targeting women who have their demographics set as "Parents with teenagers (13–17 years)," "Parents with preteens (9–12 years)" and "Parents with early school-age children (6–8 years)."

PHOTO/VIDEO

Stage the mentioned Mary Kay® products in front of a gift basket, then film yourself as you pack a gift basket with the suggested products and other decorative gift-wrapping items. Arrange the items neatly, and end the video with a clip of the finished basket.

PRODUCTS

- White Tea & Citrus Satin Body® Revitalizing Shea Scrub
- White Tea & Citrus Satin Body® Silkening Shea Lotion
- Forever Diamonds® Eau de Parfum
- Mary Kay® Hydrogel Eye Patches
- Clear Proof® Deep-Cleansing Charcoal Mask
- TimeWise® Moisture Renewing Gel Mask
- Mary Kay® Mask Applicator

DATE

THURSDAY, SEPT 4



PRODUCTS

- Mary Kay® Volumizing Brow Tint in all shades
- Mary Kay® Precision Brow Liner in all shades
- Mary Kay® Clear Brow Styling Gel
- Limited-Edition† Mary Kay® Brow Kit in the shade of your choice

PHOTO/VIDEO

Choose a simple background to film short, close-up video clips holding up all the different shades of Mary Kay® Volumizing Brow Tint and Mary Kay® Precision Brow Liner as well as Mary Kay® Clear Brow Styling Gel and limited-edition† Mary Kay® Brow Kit. Upload the clips to the social media platform of your choice to combine into one video, then add text overlay with the product and shade names.

OR

Post a carousel containing pictures of each product with text overlay with all the product and shade names. Take a picture of all the products together to use as the first picture and add "Brow Lineup" or similar on-screen text.

Inspiration



CAPTION/PAID TIP

Caption

A little brow lineup moment. 👁️
These are the Mary Kay **brow products** I am constantly reaching for in my makeup bag. Some days I use one; some days I use all four! Depends on the brows, the mood – and the occasion. 💕

Drop your eyebrow hacks in the comments! 💕

Personalize your post by answering the questions below!

Do you tint, define and/or set your brows? What's your go-to brow shape? Which shade do you use of Mary Kay® Volumizing Brow Tint and Mary Kay® Precision Brow Liner?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider targeting audiences interested in similar brands such as "Benefit Cosmetics (Cosmetics)" and "Anastasia Beverly Hills (Cosmetics)."

*Over-the-counter drug product.

†Available while supplies last.

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DATE

TUESDAY, SEPT 9

National Peel Season



PRODUCTS

- TimeWise Repair® Revealing Radiance® Facial Peel
- TimeWise® Microdermabrasion Refine
- White Tea & Citrus Satin Lips® Shea Sugar Scrub

PHOTO/VIDEO

Film short videos applying TimeWise Repair® Revealing Radiance® Facial Peel after cleansing, then applying TimeWise® Microdermabrasion Refine to exfoliate and then finishing with White Tea & Citrus Satin Lips® Shea Sugar Scrub. Upload the clips on the social media platform of your choice to combine into one video, then add text overlay with the product names. Consider adding voiceover to your video to describe why you are applying the products and the benefits.

Inspiration



CAPTION/PAID TIP

Caption

Did you know there is a National Peel Season? Now is the best time to smooth out your summer skin that got a little too much sun exposure and give yourself a healthy glow. Check out my **skin care routine** I do twice a week to give myself glowy skin:

- ✦ TimeWise Repair Revealing Radiance Facial Peel for radiance
- ✦ TimeWise Microdermabrasion Refine for pore-refining
- ✦ White Tea & Citrus Satin Lips Shea Sugar Scrub for perfectly prepped lips

Comment PEEL below me if you'd like to learn more about Mary Kay's skin care recovery products. 🥰 #MyMKSkin

Personalize your post by answering the questions below!

What else do you do to help yourself achieve radiating skin? What's your go-to Mary Kay® exfoliating product?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as "exfoliation (cosmetology)" or "facial (cosmetics)."

DATE

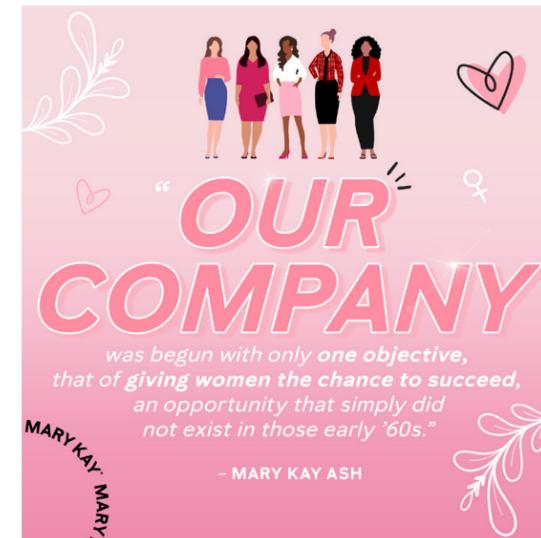
SATURDAY, SEPT 13

Mary Kay's 62nd Company Anniversary



PHOTO/VIDEO

Visit the [Mary Kay Ash](#) section in the Digital Image Library on Mary Kay InTouch® to download a celebratory image, such as the one below.



CAPTION

Caption

Today marks 62 years of Mary Kay! 💕🎂 From professional growth to sisterhood to fun, Mary Kay has changed so many lives – mine included! Here's to continuing the legacy of **women empowerment**, one 🙌 at a time. #MyMKLife

Personalize your post by answering the questions below!

When did you start a Mary Kay business? What has been your favorite memory or experience since starting your Mary Kay business? In what ways has this opportunity changed your life? What MKConnections® apparel will you wear today to celebrate?



*Over-the-counter drug product.

†Available while supplies last.

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DATE

TUESDAY,
SEPT 16



CAPTION/PAID TIP

Caption

PSA: New limited-edition products have dropped from Mary Kay! 📣 Check out these two NEW beautiful eye shadow palettes and two NEW bold tinted lip balms. 😍

Whether you're a warm Inner Fire girl 🔥 or love the cooler tones of Outer Glow ✨, the NEW limited-edition Mary Kay Eye Shadow Palettes have so many fun color options!

You can pair one of the NEW limited-edition Mary Kay Tinted Lip Balms in Coral Blaze 🌺 or Radiant Pink 💖 with your bold eye to add the perfect pop of lip color!

Did I mention that these eye palettes and lip balms would also make perfect **holiday gifts**?! 🎁

Comment 📩 if you're already thinking about holiday gifting!

Personalize your post by answering the questions below!

Do you usually stick to one palette or mix shades from both palettes? What other Mary Kay® products would you use to finish your eye look? What other Mary Kay® products would you recommend gifting this holiday season?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as "eye shadow (cosmetics)" or "lip balm (cosmetics)." Consider targeting audiences interested in similar brands such as "Urban Decay (cosmetics)" or "Maybelline (cosmetics)."

PHOTO/VIDEO

Film before-and-after videos of the two NEW limited-edition* Mary Kay® Eye Shadow Palettes, or show one eye wearing the Mary Kay® Eye Shadow Palette in Inner Fire and the other eye wearing Outer Glow. Film two videos showing yourself applying the two NEW limited-edition* Mary Kay® Tinted Lip Balm shades. Upload the videos to your social media platform of choice to combine them into one video.

PRODUCTS

- NEW! Limited-Edition* Mary Kay® Eye Shadow Palette in Inner Fire
- NEW! Limited-Edition* Mary Kay® Eye Shadow Palette in Outer Glow
- NEW! Limited-Edition* Mary Kay® Tinted Lip Balm in Coral Blaze
- NEW! Limited-Edition* Mary Kay® Tinted Lip Balm in Radiant Pink

DATE

FRIDAY,
SEPT 19



PRODUCTS

NEW! Mary Kay Clinical Solutions® Retinol 0.3

PHOTO/VIDEO

Take a photo of NEW Mary Kay Clinical Solutions® Retinol 0.3 on your bathroom vanity next to your other nighttime skin care products.

Style your photo of the NEW Mary Kay Clinical Solutions® Retinol 0.3 like the below photo of the Mary Kay Clinical Solutions® Retinol 0.5.

Inspiration



CAPTION/PAID TIP

Caption

I've added a brand-new product to my **nighttime skin care routine** – Mary Kay Clinical Solutions Retinol 0.3! 🌙💤

I use one pump a night right before my moisturizer to improve the look of wrinkles, help firm my skin and its radiance. This is Mary Kay's first pure retinol that's gentle enough to use daily from day one.

If you're interested in learning more about the benefits of adding retinol to your skin care routine, send me a DM! #MyMKSkin

Personalize your post by answering the questions below!

What other Mary Kay® skin care products do you use in your nighttime routine? Who would you recommend Mary Kay Clinical Solutions® Retinol 0.3 to?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form in Messenger to share more about what their skin care needs are. Consider setting the age range of your target audience to 25 years old and older, as women in this age group would benefit from retinol. Consider including relevant interest audience targeting keywords such as "anti-aging cream (cosmetics)."

*Over-the-counter drug product.

†Available while supplies last.

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DATE

MONDAY,
SEPT 22

First Day of Fall



PRODUCTS

- NEW! Limited-Edition† Mary Kay® Eye Shadow Palette in Inner Fire
- Mary Kay Chromafusion® Blush in Rogue Rose
- Mary Kay® Great Heights™ Mascara
- Mary Kay® Waterproof Liquid Eyeliner Pen in Intense Black

PHOTO/VIDEO

Choose a warm-toned surface, then arrange the suggested Mary Kay® products on a vanity or tray. Add fall props such as a pumpkin spice latte, mug, scarves or flannel. Then take a flat lay photo.



CAPTION/PAID TIP

Caption

Pumpkin spice, but make it glam. 🍂👄
This look is so perfect for the first day of fall! It embodies all things soft and cozy.

Products I used:

- 🔥 NEW limited-edition Mary Kay Eye Shadow Palette in Inner Fire
- 🌹 Mary Kay Chromafusion Blush in Rogue Rose
- ♥️ Mary Kay Great Heights Mascara
- 👁️ Mary Kay Waterproof Liquid Eyeliner Pen in Intense Black

Grab your pumpkin spice lattes, and let's embrace **fall makeup**. 💕

Personalize your post by answering the questions below!

*What else do you enjoy about the fall season?
What Mary Kay® lip products would you pair with this look?*

Tip for a Paid Social Ad

Consider removing the mention of the first day of fall from the caption, and change it to "fall" if you would like the ad to run for a longer duration.

DATE

SUNDAY,
SEPT 28



CAPTION/PAID TIP

Caption

I'm obsessed with NEW Mary Kay Multi-Benefit Concealer! There are nine creamy shades that are perfect for concealing redness, dark spots, blemishes and other **skin discoloration**. 😍

The shades include:

- 💛 Light (1, 2 and 3)
- 💛 Medium (1, 2 and 3)
- 💛 Deep (1, 2 and 3)

This concealer pairs perfectly with TimeWise foundations for a smooth, natural finish. Here is a tip you will love: Finish with Setting Powder to lock it all in.

Comment MY SHADE if you want to find your perfect shade match!

Personalize your post by answering the questions below!

How do you maintain your base makeup throughout the day? What application hacks do you have for concealer and foundation?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an "Engagements" objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as "concealer (cosmetics)." Consider targeting audiences interested in similar brands such as "Nars Cosmetics (Cosmetics)" and "tarte cosmetics (Cosmetics)."

PHOTO/VIDEO

Film a close-up shot of yourself applying TimeWise® Luminous 3D or Matte 3D Foundation using the Mary Kay® Blending Sponge and/or the Mary Kay® Liquid Foundation Brush. Then, film a close-up shot of NEW Mary Kay® Multi-Benefit Concealer in your preferred shade, then film yourself applying it using the Mary Kay® Cream Color Brush. Then finish with Mary Kay® Silky Setting Powder in your preferred shade. Combine the various clips into one video on the social media platform of your choice, and add text overlay of each of the product names.

PRODUCTS

- NEW! Mary Kay® Multi-Benefit Concealer in your preferred shade
- Mary Kay® Silky Setting Powder in your preferred shade
- Mary Kay® Blending Sponge
- Mary Kay® Liquid Foundation Brush
- TimeWise® Luminous 3D or Matte 3D Foundation in your preferred shade
- Mary Kay® Cream Color Brush

*Over-the-counter drug product.

†Available while supplies last.

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DATE

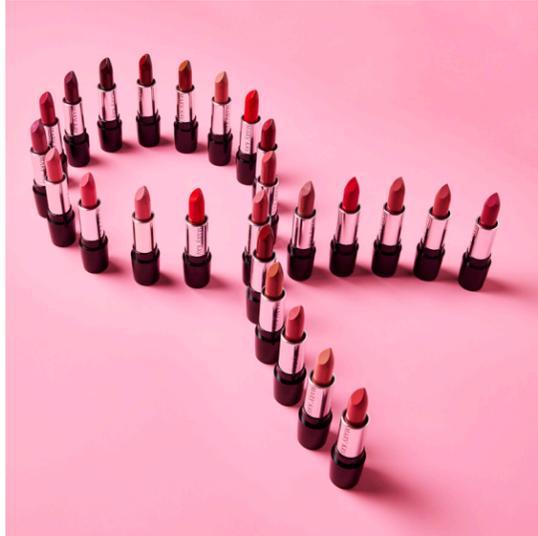
THURSDAY,
OCT 2



PHOTO/VIDEO

Visit the [Gifting/Holiday/Seasonal section](#) of the Digital Image Library on Mary Kay InTouch® to download the below digital asset.

Inspiration



CAPTION

Caption

October is all about the pink ribbons 🧡💖. I'm so proud that the Mary Kay Ash Foundation advocates for **Breast Cancer Awareness** and awards more than \$1 million annually in research funds to select doctors and medical scientists focusing on finding cures for cancers affecting women. 💖💖

Personalize your post by answering the questions below!

Do you know anyone personally affected by breast cancer? What other charitable initiatives about Mary Kay are worth highlighting?

DATE

SUNDAY,
OCT 5



PHOTO/VIDEO

Arrange the NEW limited-edition+ Mary Kay® Gel Cream Blush, Mary Kay® Cheek Brush and Mary Kay Chromafusion® Highlighter in Honey Glow in front of a gift bag. Then take a photo.

OR

Film a video of yourself packing a gift bag with all the products. Upload the video to social media, and add text overlay of the product names as they are added to the bag.

PRODUCTS

- NEW! Limited-Edition+ Mary Kay® Gel Cream Blush
- Mary Kay® Cheek Brush
- Mary Kay Chromafusion® Highlighter in Honey Glow

CAPTION/PAID TIP

Caption

The holidays will be here before you know it, so I am sharing some **makeup gift** ideas for inspiration. 🎁

The NEW limited-edition Mary Kay Gel Cream Blush keeps skin hydrated for a dewy glow. It comes in four shades:

Coral Kiss 🍷

Pink Stars ⭐

Passionfruit 🍷

Soft Buff 🍷

You can also include the Cheek Brush and Mary Kay Chromafusion Highlighter in Honey Glow for the perfect gift bundle. ✨

Personalize your post by answering the questions below!

Do you usually wear blush every day or just for special occasions? How do you apply a cream blush differently from a powder or pressed blush?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form in Messenger to share more about their holiday gifting ideas needs. Consider targeting audiences interested in similar brands such as "Maybelline (Cosmetics)" and "Revlon (Cosmetics)."

*Over-the-counter drug product.

+Available while supplies last.

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DATE

TUESDAY,
OCT 7



PRODUCTS

NEW! Limited-edition* Mary Kay Confidently You™ Bundle, which includes NEW limited-edition* Mary Kay Confidently You™ Silkening Dry Oil and Mary Kay Confidently You™ Eau de Parfum

PHOTO/VIDEO

Film a video of yourself lightly oiling your arms with NEW limited-edition* Mary Kay Confidently You™ Silkening Dry Oil. Then film a close-up video of yourself holding up Mary Kay Confidently You™ Eau de Parfum, then spraying a spritz on your inner arm. Combine the video clips into one video on the social media platform of your choice.

Inspiration



CAPTION/PAID TIP

Caption

Feminine and confident. 🍷 That's how I feel when I wear Mary Kay Confidently You Eau de Parfum AND NEW limited-edition Mary Kay Confidently You Silkening Dry Oil. The Silkening Dry Oil is perfect on its own. It can also be layered with the Eau de Parfum for a richer fragrance experience.

Comment CONFIDENCE if you want to learn more about this **fragrance combo**. 🍷

Personalize your post by answering the questions below!

Where and when would you wear a fragrance combination like this? What other Mary Kay® fragrances do you like?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an “Engagements” objective to encourage more people to comment on your post. Consider including relevant interest audience targeting keywords such as “Fragrances (cosmetics).”

DATE

FRIDAY,
OCT 10



PRODUCTS

- NEW! Limited-Edition* Mary Kay® Tinted Lip Balm in Coral Blaze
- NEW! Limited-Edition* Mary Kay® Tinted Lip Balm in Radiant Pink

PHOTO/VIDEO

Film yourself applying NEW limited-edition* Mary Kay® Tinted Lip Balm shades on your hands and lips, as well as separate close-up shots of the products. Combine the various clips into one video on the social media platform of your choice, and add on-screen text with the product shade names.

CAPTION/PAID TIP

Caption

No chapped lips here! 🍷 The NEW limited-edition Mary Kay Tinted Lip Balms add color and shine, all while keeping my lips hydrated. They make the perfect stocking stuffers, so stock up while they are here! And if you like a **natural lip balm**, these may become your new besties.

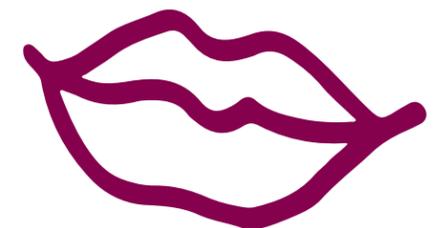
It's hard to choose which shade I like more: Coral Blaze 🍷 or Radiant Pink! 💕 Which one will you pick?

Personalize your post by answering the questions below!

How often do you reapply tinted lip balm throughout the day? What other Mary Kay® lip products would you pair with these lip balms?

Tip for a Paid Social Ad

Consider including relevant interest audience targeting keywords such as “lip balm (cosmetics).”



*Over-the-counter drug product.

†Available while supplies last.

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DATE

**TUESDAY,
OCT 14**

National Dessert Day



CAPTION/PAID TIP

Caption

It's National Dessert Day! I am celebrating with the Sugar Rush makeup artist look by Mary Kay! I might even have some dessert later too. 🍰

If you want to re-create this super **sweet makeup look**, here are the products I used:

- ♥️ Mary Kay Chromafusion Eye Shadows in Golden Mauve and Crystalline
- ♥️ Mary Kay Ultimate Mascara in Black
- 👁️ Waterproof Eyeliner in Brown
- 👄 Mary Kay Chromafusion Blush in Rogue Rose, applied with the Cheek Brush
- 💄 Mary Kay Unlimited Lip Gloss in Pink Ballerina

Want more detailed instructions for this makeup look? Visit the Tips & Trends section of marykay.com to access all the makeup artist looks! 🎨

Personalize your post by answering the questions below!

What is your favorite dessert? How would you modify this Sugar Rush look to make it your own?

Tip for a Paid Social Ad

Consider removing the mention of National Dessert Day if you would like the ad to run for a longer duration. You can run a Meta ad campaign through Ads Manager with a "Traffic" objective to direct viewers to the [Sugar Rush makeup artist look page on marykay.com](https://www.marykay.com/sugarrush).

PHOTO/VIDEO

Film short videos of yourself applying the suggested Mary Kay® products. Upload the videos to the social media platform of your choice to combine into one video. Add text overlay of the product names. You can follow the steps and see video inspiration of this makeup look below!



PRODUCTS

- Mary Kay Chromafusion® Eye Shadow in Golden Mauve
- Mary Kay Chromafusion® Eye Shadow in Crystalline
- Mary Kay Waterproof Eyeliner in Brown
- Mary Kay Ultimate Mascara™ in Black
- Mary Kay Chromafusion® Blush in Rogue Rose
- Mary Kay® Cheek Brush
- Mary Kay Unlimited® Lip Gloss in Pink Ballerina

DATE

**SUNDAY,
OCT 19**



PRODUCTS

- Mary Kay Unlimited® Lip Gloss in Unique Mauve
- Mary Kay® Gel Semi-Matte Lipstick in Poppy Please
- Mary Kay® Supreme Hydrating Lipstick in Rockstar Red

PHOTO/VIDEO

Use natural light to record a video capturing close-up shots of the various Mary Kay® lip products to show the texture and pigment. Prop up your phone and record several videos of yourself trying on the different Mary Kay® lip products. Upload the videos to the social media platform of your choice to combine into one video. Add on-screen text to provide the product names and shades you used.

Inspiration



CAPTION/PAID TIP

Caption

From luscious glosses to hydrating lipsticks, there's something for every one of your moods. I tried on some darker shades to lean into the fall and upcoming holiday seasons:

- 💄 Mary Kay Unlimited Lip Gloss in Unique Mauve
- 💄 Gel Semi-Matte Lipstick in Poppy Please
- 💄 Supreme Hydrating Lipstick in Rockstar Red

If you need some new **lip** color in your life, DM me!

Personalize your post by answering the questions below!

What Mary Kay® lip liners pair well with these products? How often do you reapply your lip products? Do you have any hacks to share for lip product application?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a "Leads" objective to encourage prospective customers to complete a form in Messenger so you can learn more about their lip product preferences and their skin tone. Consider targeting audiences interested in similar brands such as "MAC (Cosmetics)" and "Revlon (Cosmetics)."

*Over-the-counter drug product.

†Available while supplies last.

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DATE

WEDNESDAY,
OCT 22



PRODUCTS

- NEW! Mary Kay Clinical Solutions® Retinol 0.3
- Your favorite Mary Kay® sunscreen

PHOTO/VIDEO

On the social media platform of your choice, film a video of yourself in your bathroom at night applying a pea-sized amount of NEW Mary Kay Clinical Solutions® Retinol 0.3 on forehead, cheeks, nose and chin. Add on-screen text that says “Nighttime essential” with appropriate emojis. Then, in the morning, record a video of yourself applying Mary Kay® sunscreen. Add on-screen text that says “Daytime essential” and use appropriate emojis.

CAPTION/PAID TIP

Caption

My **skin care essentials** from night 🌙 to day 🌞☀️
My new favorite nighttime skin care product is NEW Mary Kay Clinical Solutions Retinol 0.3. It’s such a powerful supplement to help make my skin look healthier. Retinol works hard while I sleep! In the morning, sunscreen is a non-negotiable. It is critical to maintain healthy skin. ✨

If you’re curious about elevating your skin care regimen, send me a DM!

Personalize your post by answering the questions below!

What results have you seen from using NEW Mary Kay Clinical Solutions® Retinol 0.3 consistently? What is your favorite Mary Kay® sunscreen?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with a “Leads” objective to encourage prospective customers to complete a form in Messenger so you can learn more about their skin care needs and goals.

DATE

SATURDAY,
OCT 25



PRODUCTS

NEW! Mary Kay® Undereye Corrector in Deep Peach and Light Peach

PHOTO/VIDEO

Choose a natural light environment, and film short video clips showing off the two NEW Mary Kay® Undereye Corrector shades up close. Then film a video of yourself applying your shade using your fingertips or the Mary Kay® Cream Color Brush or sponge of your choice. Upload all the clips to the social media platform of your choice to combine them into one video.

CAPTION/PAID TIP

Caption

No flake, no weight! I am loving the NEW Mary Kay Undereye Corrector because it neutralizes and color-corrects blue-purple and bluish undereye dark circles. I even keep it on when I am exercising because the formula is sweat- and humidity-resistant. It blends so seamlessly. Choose from two shades:

- ♥️ Deep Peach for medium to deep skin tones
- ♥️ Light Peach for light to medium skin tones

Comment 🙋 if you are interested in learning more about the new **undereye correctors!**

Personalize your post by answering the questions below!

What other Mary Kay® flawless face products do you use? What Mary Kay® beauty tools do you use to apply the corrector?

Tip for a Paid Social Ad

You can run a Meta ad campaign through Ads Manager with an “Engagements” objective to encourage more people to comment on your post.

*Over-the-counter drug product.

†Available while supplies last.

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DATE

FRIDAY,
OCT 31

Halloween



PRODUCTS

- Mary Kay® Waterproof Eyeliner in Black
- Mary Kay® Great Heights™ Mascara

PHOTO/VIDEO

Take a photo of yourself with a bold cat eye created with Mary Kay® Waterproof Eyeliner in Black as well as Mary Kay® Great Heights™ Mascara. Consider adding cat ears for a special touch!



CAPTION/PAID TIP

Caption

Halloween calls for a strong **cat eye!** 🐱👁️ My go-to is Mary Kay Waterproof Eyeliner! It glides on smoothly and stays in place for hours. No smudge scares here! I finish this eye look with Mary Kay Great Heights Mascara, which is perfect for lengthening!

Personalize your post by answering the questions below!

How are you celebrating Halloween? What other makeup looks do you recommend for the holiday?

Tip for a Paid Social Ad

Consider running your ad for at least the seven days leading up to Halloween to take advantage of shoppers online. Consider including relevant interest audience targeting keywords such as “Halloween (holiday)” and “eyeliner (Cosmetics).”

*Over-the-counter drug product.

†Available while supplies last.

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