

MARY KAY[®]

NATURALLY[™]

Social Media Playbook



Before posting anything on social media about *Mary Kay Naturally*[™], review all of the information and resources available on Product Central.

[Mary Kay InTouch[®]](#) > [Products](#) > [Product Central](#) > [Mary Kay Naturally[™] Skin Care](#)

Also, familiarize yourself with Mary Kay Social Media Guidelines.

[Mary Kay InTouch[®]](#) > [Resources](#) > [Digital Zone](#) > [Social Media Guidelines](#)

RESOURCES



Mary Kay provides you with many resources to help you get started on your own social posts.

Digital Assets

[Mary Kay InTouch[®]](#) > [Resources](#) > [Digital Assets](#) > [Products](#)

Company-approved images, ready for you to download and post on your own social media channels.

NOTE: Please do not edit or alter Company assets..

Digital Posts

[Mary Kay InTouch[®]](#) > [Products](#) > [Product Central](#) > [Mary Kay Naturally[™] Skin Care](#) > [Digital Posts](#)

Company-approved images and captions, ready for you to download and post on your own social media channels.

NOTE: You may choose to include your own captions with these posts, but please do not edit or alter the images provided by the Company.

@MaryKayUS & @MyMaryKay Channels

[@MaryKayUS](#) Facebook, Instagram, Twitter, Pinterest and YouTube

[@MyMaryKay](#) Instagram

All posts on these channels are available for you to share to your own social media channels. They may also serve as inspiration for social media posts that you create yourself.

REMEMBER ...

Know the difference between an *informational* and a *commercial message*.

In an informational message, you can express your love for Mary Kay® products, but you cannot sell those products. Informational messages CAN be posted on your personal social media pages.

EXAMPLE: "I love the new *Mary Kay Naturally*™ skin care!"

In a commercial message, you are asking the audience to engage in business with you.

Commercial messages must ONLY be shared on a business page or closed group.

EXAMPLE: "I love the new *z i y*™ skin care! Book an appointment with me to check it out!"

PROMPTS & POSTS

Don't be afraid to post your own content! The Company encourages you to take your own photos and talk about your personal experience with the products. When posting about product benefits or the COSMOS Natural certification, we encourage you to use the approved claims available on *Mary Kay In Touch*® or on marykay.com. Here are some ideas to help you get started.

PHOTO	CAPTION
<p><i>MARYKAYNATURALLY</i>™ – NEW</p> <p>Snap a flat lay photograph of your new products lying neatly on a towel or nice background.</p>	<p>#MaryKay's first natural-certified skin care line is now available! The new Purifying Cleanser, Exfoliating Powder, Moisturizing Stick and Nourishing Oil are the perfect additions to just about any skin care routine. The best thing about this line is ...</p>
<p><i>MARYKAYNATURALLY</i>™ – NEW</p> <p>Create a time-lapse video of yourself using the <i>Mary Kay Naturally</i>™ line in your skin care routine.</p>	<p>It's here! #MaryKay's first natural-certified skin care line, <i>Mary Kay Naturally</i>™. This is Mary Kay's latest commitment to giving as many women as possible a chance to love our products. My favorite product in the line is ...</p>
<p><i>MARYKAYNATURALLY</i>™ – LINE</p> <p>Set up your <i>Mary Kay Naturally</i>™ products on a countertop or vanity and take a picture.</p>	<p>Did you know that there is no government-regulated definition for natural cosmetics? #MKNaturally – the latest launch from #MaryKay – is third-party certified as natural according to comprehensive standards. The COSMOS standard requires evaluation of everything from the sourcing and processing of ingredients to the manufacturing of products and packaging. To learn more about the COSMOS standard, see cosmos-standard.org/the-cosmos-standard.</p>

<p><i>MARYKAY NATURALLY™</i> – PRODUCTS</p> <p>Take your <i>Mary Kay Naturally™</i> products outside and snap a photo in the sunlight.</p>	<p>If you've never considered using #MaryKay products before – listen up! <i>Mary Kay Naturally™</i> is the latest launch from Mary Kay that has something for just about anyone!</p> <p>Purifying Cleanser – leaves skin feeling soft, refreshed, hydrated and comforted.</p> <p>Exfoliating Powder – gently exfoliates to help reveal smoother-, softer-feeling skin.</p> <p>Moisturizing Stick – totally totable and an immediate dryness reliever.</p> <p>Nourishing Oil – leaves skin looking revitalized and feeling hydrated and nourished.</p> <p>The first one I recommend trying is the [insert product name] because ...</p>
<p><i>MARYKAY NATURALLY™</i> – FREE FROM</p> <p>Show off that smile! Snap a pic and show us how happy you are to have <i>Mary Kay Naturally™</i> in your life!</p>	<p>PSST! Have you heard? #MaryKay just launched #MKNaturally, our first natural-certified skin care line! <i>Mary Kay Naturally™</i> products are free of parabens, SLS/SLES, synthetic fragrance/dyes and phthalates.</p>
<p><i>MARYKAY NATURALLY™</i> – ECOCERT</p> <p>Place the <i>Mary Kay Naturally™</i> Exfoliating Powder, Nourishing Oil and Moisturizing Stick on a fluffy blanket or on your bathroom countertop, or tuck them neatly in a small basket.</p>	<p>The <i>Mary Kay Naturally™</i> Exfoliating Powder, Nourishing Oil and Moisturizing Stick are all 100% natural origin. This means that 100% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients.</p>
<p><i>MARYKAY NATURALLY™</i> – ECOCERT</p> <p>Snap a super close-up shot of your favorite <i>Mary Kay Naturally™</i> product. Try to show the percentage of natural origin on the front of the packaging.</p>	<p>When we say naturally derived,* we mean it! The <i>Mary Kay Naturally™</i> skin care line has been certified by EcoCert, one of several organizations that certifies products as natural according to COSMOS standards. They have been committed to sustainable development in a wide range of business sectors for more than 25 years.</p> <p>*At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard.</p>

<p><i>MARYKAYNATURALLY™</i> – PURIFYING CLEANSER</p> <p>Take a selfie while holding a cotton pad and the Purifying Cleanser near your face.</p>	<p>Clean skin is the best skin! If you're into clean living, you may enjoy the <i>Mary Kay Naturally™</i> Purifying Cleanser. It helps remove dirt and rinses clean without leaving a tight, parched feeling. I love to use this cleanser before ... [bedtime, I start my day, applying my favorite serum, etc.].</p>
<p><i>MARYKAYNATURALLY™</i> – EXFOLIATING POWDER</p> <p>Snap a photo while pouring some of the Exfoliating Powder into the palm of your hand.</p>	<p>Scrub-a-dub-dub! Gently exfoliate skin with help from the <i>Mary Kay Naturally™</i> Exfoliating Powder, which is third-party certified as natural. My favorite way to use this powder is to ... [mix it with the <i>Mary Kay Naturally™</i> Purifying Cleanser, add a few drops of water before applying, etc.].</p>
<p><i>MARYKAYNATURALLY™</i> – MOISTURIZING STICK</p> <p>Take a picture of your <i>Mary Kay Naturally™</i> Moisturizing Stick in a travel bag or purse.</p>	<p>Anyone else suffer with dry areas? I'm talking face, elbows, knees, cuticles and heels. Introducing the new <i>Mary Kay Naturally™</i> Moisturizing Stick! My favorite part of this unique moisturizer is that it is [spillproof, travel-friendly, easy to use, etc.].</p>
<p><i>MARYKAYNATURALLY™</i> – NOURISHING OIL</p> <p>Create a Boomerang, showing the pipette dispensing oil into the bottle.</p>	<p>[Personal testimony about the Nourishing Oil: This is exactly what my skin needed, This oil keeps my face glowing, This oil smells amazing, etc.] A blend of sweet almond oil, olive oil and sesame oil leaves skin feeling hydrated. My favorite tip with this oil is to ... [use it all over, including on the cuticles, elbows, and even ends of hair; mix 1 to 2 drops with my moisturizer or foundation; mix it with the <i>Mary Kay Naturally™</i> Exfoliating Powder for an exfoliating experience].</p>
<p><i>MARYKAYNATURALLY™</i> – PURIFYING CLEANSER OR NOURISHING OIL WITH EXFOLIATING POWDER</p> <p>Snap a picture of the Purifying Cleanser or Nourishing Oil with the Exfoliating Powder side by side. Or if you have someone who can take a photo for you, hold both products toward the camera and smile!</p>	<p>Pro tip! Did you know that you can mix the #MKNaturally Exfoliating Powder with the Purifying Cleanser or the Nourishing Oil for your own exfoliating experience?</p>

REMEMBER ...

We encourage you to use #MaryKay when talking about products and #MyMKLife when referring to your Mary Kay business. You may also want to use hashtags like #MKNaturally and #NaturallyBeautiful when referring specifically to *Mary Kay Naturally™*.

DOS & DON'TS

When posting about Mary Kay Naturally™ Skin Care, be confident that what you are posting is accurate and abides by the guidelines laid out by the Company.

DO SAY	DO NOT SAY
Third-party natural certified	Natural (in relation to products), natural products, natural ingredients
<p>Natural origin,* naturally derived*</p> <p>NOTE: Should you choose to use the phrase “natural origin” or “naturally derived,” the Company encourages you to use one of the approved footnotes when possible.</p> <p>Short footnote: <i>*At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard.</i></p> <p>Long footnote: <i>*At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.</i></p>	Natural (in relation to products), the entire line is 100% natural
<i>Mary Kay Naturally™</i> products are free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES.	<i>Mary Kay Naturally™</i> products are free of harmful ingredients, controversial ingredients or harsh chemicals.
Gentle	Gentle-feeling
Clinically shown to be suitable for sensitive skin.	Clinically <i>proven</i> suitable for sensitive skin.

DO	DO NOT
<p>Use exact percentages of natural origin.</p> <p>The Exfoliating Powder, Nourishing Oil and Moisturizing Stick are 100% natural origin.</p> <p>The Purifying Cleanser is 99.49% natural origin.</p>	<p>Round up percentages of natural origin.</p> <p>The Purifying Cleanser is 99.5% natural origin.</p>
<p>Cross-promote <i>Mary Kay Naturally</i>[™] with other <i>Mary Kay</i>[®] products.</p>	<p>Make general statements that could create confusion as to which products are natural certified and which are not.</p>
<p>Show the ECOCERT logo with <i>Mary Kay Naturally</i>[™] products.</p>	<p>Show the ECOCERT logo within a post that promotes regular-line products.</p>
<p>Use photography props like clean towels, cotton pads and nonidentifiable greenery.</p>	<p>Use props such as specific flowers, fruits or other ingredients that could confuse customers about what ingredients are in the products.</p>


REMEMBER ...

We want you to feel confident that you are posting accurate information about *Mary Kay Naturally*[™]. Review all of the information and resources available on Product Central before posting. [Mary Kay InTouch[®] > Products > Product Central > Mary Kay Naturally[™] Skin Care](#)

And remember, the most compelling message is your personal experience with the products.

EXAMPLE POSTS

Many of you have already begun creating your own posts around *Mary Kay Naturally™* products. Below are examples of posts that follow all of the Company's guidelines.



🌿 For all my natural girls, I can finally tell you the secret I have been keeping!

🌿🌿 Mary Kay Naturally Skin Care is HERE!!!

🌿🌿 Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES.

🌿 The Cleanser is 99.49% naturally-derived. The 51% is a blending agent to help support shelf-life and non-refrigeration since this product contains water.

🌿 The Exfoliating Powder, Nourishing Oil and Moisturizing Stick are 100% naturally-derived ingredients.


✅ Did you know that there's no definition regulated by the USA government on what is "natural" for beauty products? 🤔 To regulate these products with integrity, Mary Kay sought a third party, non-profit organization named Cosmos to test and approve this new skin care line.

✅ They gave us their EcoCert seal of approval! From the sourcing to the processing, the manufacturing to the packaging, Mary Kay Naturally goes above and beyond the industry standard! WE ARE SO PROUD!

🌿 If you're looking for a skincare regimen that's naturally-derived, versatile, and safe for sensitive skin, COMMENT below and DM me & let's carve out some time together so you can sample it all. And YES, I have it! 🌿 I'm also OBSESSED with the oil for the ends of my hair because mine is typically dry. And hellooo now my hair smells amazing and yours can to!

📍 32 likes
3 DAYS AGO

Add a comment... Post



THE SECRET IS OUT 🌿

If you know me, you know how in love I am with our TimeWise Set! But y'all, I'm OBSESSED. For my women who are wanting to switch to natural products, here ya go!

Mary Kay Naturally Skin Care- available now! Perfect for SUPER SENSITIVE skin! 🌿 Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES 🌿 The Cleanser is 99.49% naturally-derived. The 51% is a preservative to help support shelf-life and non-refrigeration since this product contains water. 🌿 The Exfoliating Powder, Nourishing Oil and Moisturizing Stick are 100% naturally-derived ingredients.

- If you did not know, there's no definition regulated by the USA government on what is "natural" for beauty products! 🤔 yikes, basically anyone could claim something's natural that's not. To regulate these products with integrity, Mary Kay sought a third party, non-profit organization, Cosmos to test and approve this new skin care line.
- They gave us their EcoCert seal of approval! 🌿 From the sourcing to the processing, the manufacturing to the packaging, Mary Kay Naturally goes above and beyond the industry standard! I'M SO PROUD!

Seriously, if you're looking for a skincare regimen that's naturally-derived, versatile, and safe for sensitive skin... You might need to check this out!

📍 149 likes
7 DAYS AGO

Add a comment... Post



🌱 For all my natural girls, I can finally tell you the secret I have been keeping!

🌱 Mary Kay Naturally Skin Care is here.

🌱 Free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES.





🌱 The Cleanser is 100% naturally-derived. The 51% is a blending agent to help support shelf-life and non-refrigeration since this product contains water.

🌱 The Exfoliating Powder, Nourishing Oil and Moisturizing Stick are 95% naturally-derived ingredients.

✅ Did you know that there's no definition regulated by the USA government on what is "natural" for beauty products? 🤔 To regulate these products with integrity, Mary Kay sought a third party, non-profit organization named Cosmos to test and approve this new skin care line.

✅ They gave us their EcoCert seal of approval! From the sourcing to the processing, the manufacturing to the packaging, Mary Kay Naturally goes above and beyond the industry standard! WE ARE SO PROUD!

🌱 If you're looking for a skincare regimen that's naturally-derived, versatile, and safe for sensitive skin, COMMENT below and DM me & let's carve out some time together so you can sample it all. And YES, I have it!

632 likes

7 DAYS AGO

Add a comment... Post







Let's talk **SKINCARE** - & feeling amazing about your beauty routine. Who cares about the products you're putting on your skin? I do! 🌱 introducing, **Mary Kay Naturally**, our first ever naturally derived skincare line with a purifying cleanser, exfoliating powder, nourishing oil, & moisturizing stick.

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PSST ... Mary Kay Naturally™ products are free of:

P for Parabens
S for SLS/SLES
S for Synthetic dyes and fragrance
T for phThalates

-

4 DAYS AGO

Add a comment... Post