

Consumer Marketing Resources At-a-Glance

Party Central

Your hosting headquarters



BOOKING

- Check out the Book It section for booking tips and scripts.

SELLING

- Use the *Beaute-vite*® Party Planner to help you plan parties, customizing with fun party themes. You can also include links to *Mary Kay*® apps in your invite.
- Check out the Party Tips and the Party Printouts section for place mats, party guides and checklists.

GET IT

Mary Kay InTouch® > Business Tools > Party Central

Mary Kay® Personal Web Site (PWS)

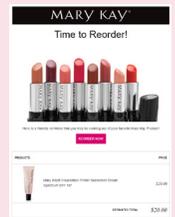
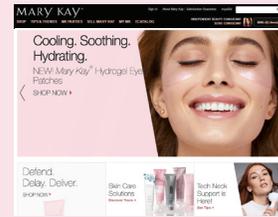
Give your customers access to shop with you 24/7! You could bolster your business with a professionally branded website that Mary Kay updates for you!

BOOKING

The Profile area on your *Mary Kay*® Personal Web Site serves as your virtual business card! Customize your profile with your photo, contact information, social media channels, specialties, favorite product and more.

SELLING

- 24/7 shopping with multiple order fulfillment options.
- Offer promotions such as free shipping, order discounts, gifts with purchases and samples in PWS Manager.
- Send your customers Product Reorder Reminders, *MKeCards*® and weekly *Beaute News*® eNewsletters.
- Promote your business by sharing your PWS often. Share links to the *Mary Kay*® Interactive Catalogs, *Mary Kay MirrorMe*™ Web virtual makeover, routine builder, gift shops, how-tos, articles, quizzes and more. These link back to YOU for easy shopping.
- Have your customers complete a Beauty Profile in myMK for product recommendations.



TEAM-BUILDING

- Your PWS is a great selling resource, but it can also be a great lead-generating resource. The on-site Consultant Locator can help potential customers who live near you find you and shop with you. You may even be connected to potential new team members interested in the opportunity!

GET IT

Mary Kay InTouch® > Business Tools > Personal Web Site Manager

COST

\$30 annual fee.
FREE for Independent Sales Directors and above.

Mary Kay® Digital Showcase

A place to go to find digital business-building resources.



BOOKING

- Conducting skin care parties has never been easier! A digital version of the Flip Chart is available for your smartphone or tablet. The digital content does not require an internet connection after it is downloaded. (Note: The printed Flip Chart is still available.)
- Also includes the *Mary Kay*® Looks Collection, which features shareable how-to videos with application tips. Takes the guesswork out of color selling.



TEAM-BUILDING

- The Love What You Do Team-Building Materials make sharing the Mary Kay opportunity fun and easy.
- Rewards can encourage potential team members. Show them the Star Consultant eBrochure and Seminar Awards eCatalog.

GET IT

Mary Kay InTouch® > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

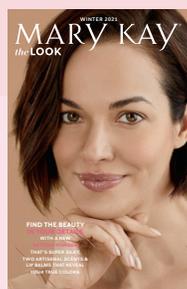
Download *Mary Kay*® Digital Showcase from the App Store or Google Play. Available for Apple and Android devices.

COST

Free

Preferred Customer ProgramSM (The Look with sample)

A direct mail service that sends mailers right to your customers in your name!



BOOKING

Quarterly mailers like *The Look* give you a great reason to call your customer and offer them a private facial or invite them to your party where they can try before they buy.

SELLING

Quarterly mailers keep your product and services top-of-mind, which can increase your sales. And you'll want to follow up and ask your customers how they liked the exclusive product sample they received in *The Look*.

TEAM-BUILDING

- *The Look* mailer often has a "marketing the opportunity" ad in it. This can encourage your customers to become team members.

GET IT

Mary Kay InTouch® > Business Tools > Preferred Customer ProgramSM

COST

Only \$0.70 per customer

Consumer Marketing Resources At-a-Glance (cont.)

Social Media

Get social! *Mary Kay*® resources can help you connect.



BOOKING

- Social media is a great way to stay connected with friends and family. And it is also a powerful resource for engaging and energizing your customers.
- Post regularly about products that you love to entice potential new customers. Review the Legal Guidelines on *Mary Kay InTouch*® to understand what is appropriate to post on social media.

SELLING

- A free and easy way to let your friends and followers know about your Mary Kay business.
- Request to join the My Mary Kay Facebook group by submitting your full name and Consultant number through the group sign-up. There you will find content designed to educate, celebrate and motivate YOU and your business. Be a part of the Mary Kay community by joining in the fun.
- Facebook parties or Instagram Lives are a great way to reach your customers who prefer an online shopping experience.
- Download the monthly Social Media Playbook from Product Central to get prompts and post ideas for your own social selling posts.

GET IT

Mary Kay InTouch® > Resources > Digital Zone

- Facebook Group for Independent Beauty Consultants – MyMaryKayOfficial
- Facebook – MaryKay
- Twitter – @marykay
- YouTube – marykay
- Pinterest – marykayus
- Instagram – marykayus

COST

Free



Product Central

Your one-stop shop for all things product related.

SELLING

- Get product ingredient information so you can inform and impress your customers.
- Print fact sheets, fliers, charts, the quarterly Social Media Playbook and more for quick reference or to share with your customers.
- Watch product and application videos that can help make you the expert.

GET IT

Mary Kay InTouch® > Products > Product Central

COST

Free



Team-Building Resources

Mary Kay offers Independent Beauty Consultants resources that can help you share the opportunity.



Take advantage of:

- Online lessons.
- *Steps to Success* brochure.
- Printable fliers, *MKeCards*® and *Mary Kay*® Interactive Catalogs.

GET IT

Mary Kay InTouch® > Education > How to Team-Build
marykay.com and your *Mary Kay*® Personal Web Site under Sell Mary Kay

COST

Free

Working Live

Enhance your virtual meetings by upgrading the platforms you rely on.

Working Live offers the following benefits:

- Includes the reliability of Zoom.
- The ability to host webinars with 500 attendees.
- Unlimited cloud recordings.
- Ability to broadcast to Facebook Live.
- Breakout rooms.
- Meeting insights.
- Audio transcripts.
- A Zoom license (without the 40-minute cutoff).

GET IT

Find Working Live and see up-to-date pricing on *Mary Kay InTouch*® > Ordering > *MKConnections*® Approved Vendors.



Consumer Marketing Resources At-a-Glance (cont.)

MKeCards®

Colorful, impactful electronic cards to help you promote your products and business

BOOKING

Send *MKeCards*® featuring the new products for the season. They can:

- Get your customers interested in hosting a party.
- Entice your customers to book an appointment to try before they buy.

SELLING

MKeCards® are an easy way to:

- Create excitement for products.
- Drive your customers to your *Mary Kay*® Personal Web Site.
- Thank your customers for their order, wish them happy birthday and build relationships.

TEAM-BUILDING

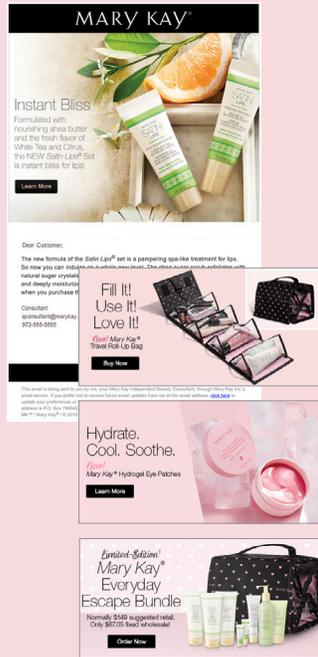
MKeCards® are an easy way to share the opportunity with your customers, friends and family.

GET IT

Mary Kay InTouch® > Business Tools > Customer eCards

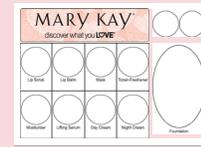
COST

Free



Build-Your-Own Resource

This resource lets you create customized marketing materials.



SELLING

- Use the resource to create brochures with the products and sets you choose.
- You also can use the resource to create attention-getting party tray inserts to use at your parties.

GET IT

Mary Kay InTouch® > Business Tools > Build Your Own

COST

Free

Customer Delivery Service, EZ Ship and Guest Checkout

BOOKING

- When you book and host online parties, you can use the Customer Delivery Service to get your customers' orders to them quickly and conveniently.
- When your customers see how easy and convenient it is to do business with you, they are more likely to book with you again.

SELLING

You can add the following to the beautifully packed order box:

- Customer Delivery Service – either two samples or *The Look*.
- EZ Ship – two samples selected by the Company and changed quarterly.
- Guest checkout – *The Look*

TEAM-BUILDING

- Share with your customers how easy it is for you to fulfill orders and how fast they arrive.
- They'll see how having a *Mary Kay* business could fit into their lifestyles.

GET IT

Mary Kay InTouch® > Ordering > Order Fulfillment Options

COST

See *Mary Kay InTouch*® for the most up-to-date pricing.



Beaut e News®

Weekly eNewsletter sent to your customers when you have a *Mary Kay*® Personal Web Site

BOOKING

- Helps you stay top-of-mind with your customers by emailing them the latest trend and product info.
- Your contact info is included in every newsletter so your customers can easily reach you.

SELLING

- Gives your customers the latest info about *Mary Kay*® products, gift ideas and beauty trends.
- Directs customers to your *Mary Kay*® Personal Web Site where they can make purchases.

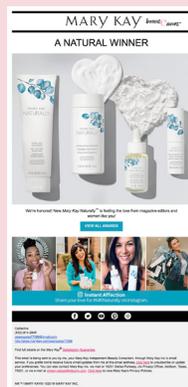
GET IT

Mary Kay InTouch® > Business Tools > *Mary Kay*® *Beaut e News*® Newsletter

Note: *Beaut e News*® is only available for PWS subscribers.

COST

Free



Consumer Marketing Resources At-a-Glance (cont.)

myCustomers+™ App

It's your *portable* business management system!

BOOKING

- Manage your customer base to uncover booking opportunities.
- "Tag" your customers based on their level of interest to make marketing opportunities easier to identify.
- Set reminders for following up with your customers.
- Text, email or call your customers directly from the app.



SELLING

- The app allows you to place customer orders on the go and indicates when orders are placed on your *Mary Kay*® Personal Web Site.
- You can run reports and track and manage inventory so you always have the products your customers want.
- It even has a super cool feature that lets you scan the labels on your orders from the Company to quickly add products to your inventory.

TEAM-BUILDING

A powerful app to help you with your *Mary Kay* business.

- Use the app in the presence of potential new team members while conducting your *Mary Kay* business.
- Highlight and demonstrate the app's functionality to potential new team members.
- Use "tags" to keep track of potential new team members.
- Schedule your layering appointments using "reminders."

GET IT

*Mary Kay InTouch** > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

Download the *myCustomers+*™ App from the App Store or Google Play. Available for Apple and Android devices in English or Spanish. You can load and use it on multiple devices. Data will sync among devices.

COST

Free



Mary Kay® Digital Library

Find images you can download to use on social media or for print materials.

BOOKING

- Promoting your *Mary Kay* business through social media can lead to potential parties and sales! It's super easy, thanks to the *Mary Kay*® Digital Library powered by Hootsuite Amplify, a global leader in social media management and social enterprising.
- When you share *Mary Kay*-branded content, it boosts your beauty expertise, which can lead to potential parties and sales!

SELLING

- Use hundreds of Company-created posts, located in one place, to publish on your *Mary Kay*® Facebook Business Page to spark interest and engage with potential customers!

GET THEM

*Mary Kay InTouch** > Resources > Digital Zone > *Mary Kay*® Digital Library

COST

Free



Mary Kay MirrorMe™ App

The virtual makeover app is an interactive online color playground.

BOOKING

- Offers a fun, risk-free try-before-you-buy experience that can help with booking.
- Gives your customers another reason to contact you – to purchase their new look!

SELLING

- Augmented reality technology allows your customers to try color products on their faces in *real time*, while moving naturally and viewing makeup in a lifelike setting.
- Instantly allows your customers to try on hundreds of *Mary Kay*® products, shades and specially curated one-click looks.
- Your customers can share looks with friends across social media platforms.

GET IT

*Mary Kay InTouch** > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

marykay.com and your *Mary Kay*® Personal Web Site > Tips & Trends > *Mary Kay* Mobile Apps

Download the *Mary Kay MirrorMe*™ App from the App Store or Google Play. Available for Apple and Android devices.

COST

Free



Mary Kay® App

Empower your customers with beauty on demand from the palms of their hands! The *Mary Kay*® App allows customers to connect with you through their smart devices and order products in a snap.

BOOKING

- Who doesn't want instant ordering access and personalized delivery? Book a virtual party by asking a potential hostess to create a wish list and share it with you. Then explain how she can get these products free!
- Your customers can create wish lists and share them with you, friends and family members, which increases brand recognition and generates future opportunities to book more parties.

SELLING

- The app showcases all available *Mary Kay*® products and trends, with access to personalized service and beauty advice from you – their official beauty go-to!

- It also recommends products based on your customers' Beauty Profiles.
- They can receive reorder reminders, helping to build loyalty and consistency.

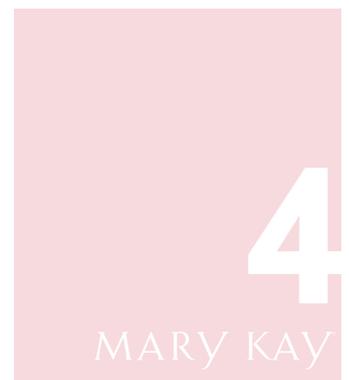
GET IT

*Mary Kay InTouch** > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

Download the *Mary Kay*® App from the App Store or Google Play. Available for Apple and Android devices.

COST

Free



Consumer Marketing Resources At-a-Glance (cont.)

Mary Kay® Interactive Catalogs

Full-color electronic catalogs that feature skin care, on-trend color, men's products and more!

BOOKING

- Send *Mary Kay*® Interactive Catalogs through your *Mary Kay*® Personal Web Site. Then follow up to book.
- Based on your customers' interests, show themed *Mary Kay*® Interactive Catalogs at your parties. They could help you book a second appointment.

SELLING

- Drive your customers to marykay.com where they can navigate to your Personal Web Site, shop and create wish lists.
- *Mary Kay*® Interactive Catalogs make it possible for your customers to view the content from their mobile devices.
- The *Mary Kay*® Interactive Catalogs provide seamless experiences that connect multiple *Mary Kay*® digital resources. You can easily direct your customers to one destination to experience *Mary Kay MirrorMe*™ and your Personal Web Site.

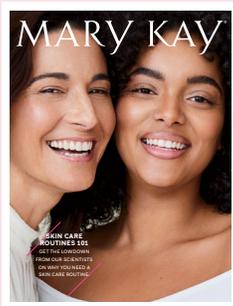
WHERE TO GET IT

marykay.com and on your *Mary Kay*® Personal Web Site under Catalog. *Mary Kay InTouch*® > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

Download from the App Store or Google Play. Available for Apple and Android devices.

COST

Free



Mary Kay® Skin Analyzer App

Think of the app as your digital skin care assistant!

BOOKING

- The *Mary Kay*® Skin Analyzer App can be a valuable resource to help you book appointments.

SELLING

- *Mary Kay*® Skin Analyzer will scan your customers' faces to detect subtle signs of aging. Based on the results, the app will offer product recommendations.
- The app positions you as an expert in skin care solutions, which could help with repeat sales.

GET IT

Mary Kay InTouch® > Resources > Digital Zone > Go Mobile With *Mary Kay*® Apps!

Download the *Mary Kay*® Skin Analyzer App from the App Store or Google Play. Available for Apple and Android devices.

COST

Free



MKConnections®

A site where you can find exclusive products and offers.



SELLING

- You'll find items to help you conduct your business and sell *Mary Kay*® products like a professional – *Mary Kay*-branded business cards, beauty coats, carrying cases and more!

TEAM-BUILDING

- A new Independent Beauty Consultant is eligible to purchase a discounted Business-Building Kit with her first order placed during A+1. This can be a great talking point before or after she starts her business.

GET IT

Mary Kay InTouch® > Ordering > *MKConnections*® Approved Vendors > *MKConnections*®

Company-Approved Advertising and PR

BOOKING

- Share ads, videos, media mentions and awards with your customers to generate excitement for *Mary Kay*® products, strengthen your customer relationships and build credibility.
- Put samples with print ads and media mentions or awards to leave with new or existing customers.
- Share the latest Beauty Editor awards and buzz on your Facebook page.

SELLING

- Play the latest *Mary Kay*® product commercials or online videos at a party or guest night to generate excitement about a variety of products. It gives new Beauty Consultants confidence to know the Company is strong and supports their businesses.
- Keep your competitive edge by using professional, Company-provided and -approved advertising. You'll find a variety of ads that you can choose from to promote every aspect of your business.
- You can target your audience, depending on the publication or your area of expertise.

Beauty Editors' Picks



TEAM-BUILDING

- Leverage the credibility and validation of buzz-worthy program sponsorships, print ads, Beauty Editor buzz and awards about your *Mary Kay*® products with potential new team members.

GET IT

Advertising sponsorship info and Company-approved ads on *Mary Kay InTouch*® > Resources > Advertising > Approved Company Advertising

Media mentions & awards: marykay.com and your *Mary Kay*® Personal Web Site > Tips & Trends > MK Mentions

COST

N/A

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MARY KAY