



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 or closed customer groups, not your personal account.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, July 3</p>	<p>Mary Kay® Skin Care Hydrating Go Set</p> <p>OR</p> <p>Mary Kay® Skin Care Mattifying Go Set</p>	<p>Capture a photo of the Mary Kay® Skin Care Hydrating or Mattifying Go Set next to your travel makeup bag and other travel goodies.</p>	<p>Caption</p> <p>Summer ☀️ = Travel ✈️ and I've got just the thing to keep your daughters, nieces and family members packed and ready to roll: the Mary Kay Skin Care line in a travel set! 👩🏻 🧳</p> <p>Personalize your post by answering the questions below!</p> <p>Where are you travelling this summer? What are some travel necessities you MUST take with you?</p>
<p>Monday, July 8</p>		<p>Capture a photo of you at your desk catching up on your Mary Kay business.</p> <p>INSPO: This picture</p>	<p>Caption</p> <p>Happy Monday! 😊 Nothing kicks off the week quite like my cup of coffee and the love and passion I have for #MyMKLife! ☕ What's your #MondayMotivation?</p> <p>Personalize your post by answering the questions below!</p> <p>What do you do on Mondays to motivate yourself? Do you have any tips for others suffering from the Monday blues?</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, July 15	<ul style="list-style-type: none"> Mary Kay® CC Cream Sunscreen Broad SPF 15 Mary Kay® Foundation Primer Sunscreen Broad SPF 15 Mary Kay® Makeup Finishing Spray by Skindinavia 	<p>Take a video of yourself prepping your skin with Mary Kay® Foundation Primer Sunscreen Broad SPF 15 and applying Mary Kay® CC Cream Sunscreen Broad SPF 15, following it up with the Mary Kay® Makeup Finishing Spray by Skindinavia.</p> <p>INSPO: This video</p>	<p>Caption</p> <p>This summer, we are DONE letting our makeup melt! 🧴 The girls are staying ready for anything by prepping our makeup with these Mary Kay summertime makeup-savers! 🧴🌞 Keep them in your makeup bag for on-the-go touch-ups! 🧴👧</p> <p>Personalize your post by answering the question below!</p> <p>How else do you keep your skin from getting oily in the summer?</p>
Monday, July 29 National Lipstick Day	<ul style="list-style-type: none"> Mary Kay® Supreme Hydrating Lipstick <p>OR</p> <ul style="list-style-type: none"> Mary Kay® Gel Semi-Matte Lipstick <p>OR</p> <ul style="list-style-type: none"> Mary Kay® Gel Semi-Shine Lipstick 	<p>Snap a picture of yourself wearing your favourite Mary Kay® lipstick shade.</p> <p>INSPO: This photo</p> <p>OR</p> <p>Take a video of yourself wearing or trying on your favourite lipstick shades.</p> <p>INSPO: This video or This video</p>	<p>Caption</p> <p>Happy National Lipstick Day! 💄 This year, we're putting our best lips forward with all the bold, beautiful colors and finishes of Mary Kay – from worth-the-hype hydration 💧 to magnificent mattes 💋 to stunning shine! ✨ Which shade are you celebrating with? 🎉</p> <p>Personalize your post by answering the questions below!</p> <p>What is your favourite Mary Kay® lipstick shade or finish? How does popping on a lipstick boost your confidence?</p>

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Social Trend: #PeachMakeup

What is it? #PeachMakeup is a trending makeup style characterized by soft, warm peach tones applied to the eyes, cheeks, and lips. It typically involves using peachy shades of eyeshadow, blush, and lipstick to create a cohesive and fresh look. The goal of #PeachMakeup is to achieve a natural, radiant appearance reminiscent of the warm glow of a peach. This trend often incorporates subtle shimmer or dewy finishes to enhance the overall luminosity of the complexion. It's popular among beauty enthusiasts for its versatility, as it complements a wide range of skin tones and can be adapted for both casual and formal occasions.

How to do it: 🍑 Let's Paint the Town Peach! 🍑

So, let's get creative and start sharing some stunning #PeachMakeup looks with our audience! Here are a few ideas to get you started:

- Showcase a step-by-step tutorial on how to achieve the perfect #PeachMakeup look using Mary Kay products.
- Highlight the versatility of peach tones by featuring different makeup looks for various skin tones and occasions.

Examples:

[\[TikTok1\]](#) [\[TikTok2\]](#) [\[Reel1\]](#) [\[Short1\]](#)