

# AWAKEN Wonder!

This season, bring holiday inspiration to your business with next-level resources, materials and strategies, all promoting the wonderful product selection every beauty-lover will surely want to give and receive.

## STEP 1: *LEARN IT!*

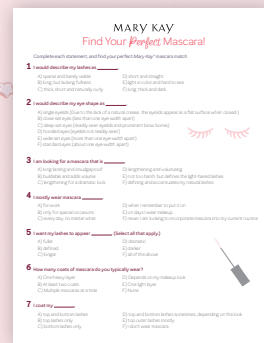
EXPLORE A WONDERFUL SELECTION OF NEW PRODUCT OFFERINGS YOUR CUSTOMERS ARE SURE TO LOVE – JUST IN TIME FOR THE HOLIDAYS.

### HOLIDAY 2021 *On-Sale Dates*

- 8/26** Independent Sales Director Early Offer (DEO)
- 9/10** Preferred Customer Program<sup>SM</sup> and Star Consultant Early Ordering
- 9/15** All Independent Beauty Consultants Early Ordering
- 9/16** Holiday Product Launch to Consumers



Get acquainted with the season's exciting new holiday products on the **Holiday Quarter At-a-Glance** flier.



Learn how customers can find the perfect mascara with this quiz on *Color Confident!*



Check out this informative *Beauty Extras* video: **How to Build Your Mascara Wardrobe.**



Watch this fun *Beauty Extras* video: **Limited-Edition Holiday Products.**



Watch this savvy *Skin Care Extras* video: **All About Exfoliators.**



Peruse each page of *The Look* to see very merry offerings!



Download the **Holiday Selling & Team-Building Guide.**



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## STEP 2: *SELL IT!*

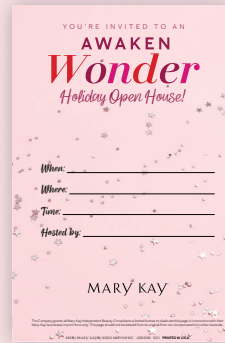
USE THESE NEXT-LEVEL RESOURCES TO HELP SELL NEW PRODUCTS TO YOUR CUSTOMERS.



Give your customers a fun shopping experience with the **Holiday Wish List!**



Announce that *Lash Love Fanorama®* Mascara has regular-line status with this exciting flier.



Use these super cute **Holiday Invites** for your next open house.



Introduce the **NEW limited-edition® Mary Kay® Matte + Shine Lip Set** to your customers with this fun, informative flier!



Download the flier for the **NEW limited-edition® Mary Kay® Fragrance Gift Sets** featuring spray-on scents when available.



Promote the **NEW limited-edition® Mary Kay At Play®** color products with this fab flier.



See the limited-edition® **Mary Kay® Holiday Products** with this shareable video.



In September, check out the **Holiday Merchandising** video on *Mary Kay InTouch®* for gift bundle ideas galore.



Learn **How to Build a Personalized Mascara Wardrobe** in this video with Mary Kay Global Beauty Ambassador Luis Casco.

## HOLIDAY 2021 TOOL KIT GUIDE

\*Available while supplies last

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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

- 8/15** Independent National Sales Director to Independent Sales Director
- 9/10** Independent Sales Director to Independent Beauty Consultant
- 9/16** All Consumer MKeCards®

#### Fully Fanned-Out Flutter

Lash Love Fanorama® Mascara

[Learn More](#)

Send an MKeCard® to your customers about the now-regular-line **Lash Love Fanorama® Mascara**.

#### A Spritz of Holiday Magic

Give the gift of limited-edition® fragrance sets.

[Learn More](#)

Send an MKeCard® to your customers about the **NEW limited-edition® Mary Kay® Fragrance Gift Sets** when available.

#### Holiday Wishes and Mistletoe Kisses

Adorn your lips in sugar and spice.

[Learn More](#)

Send an MKeCard® to your customers about the **NEW limited-edition® Mary Kay® Matte + Shine Lip Set**.



Invite your customers to digitally peruse through **The Look eCatalog** on marykay.com.



Use this step-by-step guide to find several ways to share the **eCatalog** with your customers.



Take your holiday wrapping to the next level with printable holiday designs, perfect for gifts!



Check out the September issue of the **digital Applause®** magazine for more holiday selling ideas.

MARY KAY®

DIGITAL ASSETS

Download the latest **Digital Assets** from *Mary Kay InTouch®* to post on your social media channels.

SEPTEMBER  
2021

SOCIAL MEDIA  
PLAYBOOK

Follow the **Social Media Playbook** to guide you through planned posts.



Promote **Mary Kay Pink Weekend™** coming in November with exclusive resources available now on the holiday hub.

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