



SELLING TIPS FOR THE LIMITED-EDITION[†] **MARY KAY[®] BEAUTY BOX**

This beautifully branded box contains an assortment of beauty and skin care must-haves that are sure to delight your customers! It's the perfect gift for any beauty enthusiast.

Below are some tips and sample dialogues to help you market and sell the new limited-edition[†] Mary Kay[®] Beauty Box to your customers:

1

Create FOMO! On launch day, you can host a Facebook Live of yourself opening the box to share the unboxing experience with your customers. Here are some talking points:

- It's only \$48, but the total suggested retail value is \$57!
- It's perfectly packaged and makes a great gift for family, friends or even yourself!
- You're not just gifting products, you're gifting a *beauty-full* experience!
- The box and its filler are 100% recyclable.

Get social savvy! Check out the August 2022 [Social Media Playbook](#) for more post ideas and prompts. Available on *Mary Kay InTouch[®]* > Resources > Digital Zone > Social Media Central > Social Media Playbooks.

2

Offer an early order incentive! Consider offering a gift to the first five, 10 or 15 customers who purchase the box from you.

3

Share as a gift suggestion! Recommend this box to those looking for the perfect gift as a way to celebrate and pamper their loved ones on their special days.

4

Spread the love! Use the talking points in Tip #1 to romance the box at your parties (in person, virtual and hybrid) and follow-up appointments. You could also send an *MKeCard[®]* or print the promotional flier to add to your product order deliveries.

5

Post, tag and hashtag! After launch day, upload a photo of the box to social media using #MaryKayBeautyBox.

Sample Post: *I just received my limited-edition #MaryKayBeautyBox today, and I'm so excited! Look at all these fun products! If you or someone you know would love to receive their very own beauty-in-a-box experience, please reach out to your Independent Beauty Consultant.*

Need a wow-worthy image? Visit the [Mary Kay[®] Digital Library](#) to find shareable assets. Available on *Mary Kay InTouch[®]* > Resources > Digital Zone > *Mary Kay[®] Digital Library*.

6

Reach out! Share your excitement about this new product with all your customers and inactive team members.

Sample Message: *Hi Mary! It's your Independent Beauty Consultant Suzie Q with some exciting news! Mary Kay just launched the limited-edition Mary Kay[®] Beauty Box, a perfectly packaged assortment of Mary Kay[®] fan-favorites that I know you'll love! [insert picture of box] I'm doing a 20-minute Facebook Live on Saturday in my Facebook Business Group at 6 p.m., and I would love for you to be there to share the unboxing experience with me. I hope you can make it and will invite your friends too! See you there! XOXO*

Ready to think *inside* the box?

Visit *Mary Kay InTouch[®]* > Products > Product Central for resources and more information.



MARY KAY[®]

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