

MARY KAY

# CLINICAL SOLUTIONS™ SOCIAL MEDIA PLAYBOOK

#MKCLINICALSOLUTIONS

Sharing your own #MKClinicalSolutions retinization journey on social media is one of the best ways to introduce your customers to *Mary Kay Clinical Solutions*™. Below are prompts to help you document your *8 Weeks to Amazing* journey on social media. Remember to be authentic and candid with your customers throughout your journey. Skin care is a personal experience, and they want to hear about these products from your perspective.

Here are a few tips for your best before-and-after photos:

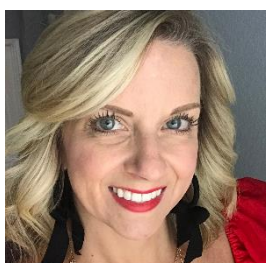
- Photograph your full face in the same way each week, ensuring good lighting. Stand in the same spot each week facing a window for natural light.
- Have a relaxed facial expression. You may want to take additional photos smiling or from a slight profile angle.
- Crop your photos to focus on your face. Keep the camera at eye level, and avoid angling the camera too much.
- If you utilized the *8 Weeks to Amazing* Retinization Journal, you may already have some photos of your journey.

For more tips, reference the [Before and After Image Guidelines](#) on *Mary Kay InTouch*® > Resources > Digital Zone > Social Media Central > Social Media Guidelines.

## GOOD

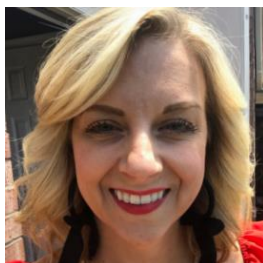


Straight On



Slightly Angled

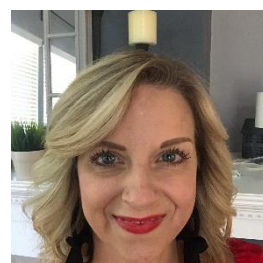
## AVOID



Poor Lighting



Bad Angles



Busy Backgrounds

DATE	PHOTO / VIDEO	CAPTION
Week 0	Take the tips outlined above and pose for your “before” photo. Snap a few pictures until you get just the right one.	<p>I’m just eight weeks away from amazing skin! Today, I’m starting my retinization journey with Mary Kay Clinical Solutions™. Mary Kay designed this eight-week process to minimize the discomfort that can occur when using pure retinol for the first time.</p> <p><i>(Why are you starting this eight-week journey? What are you expecting during the journey? What outcomes do you hope to see in eight weeks? Are you changing anything else in your skin care routine?)</i></p> <p>Follow along on my #MKClinicalSolutions 8 Weeks to Amazing journey, and let me know if you have any questions throughout the process.</p>
Week 1	Hold <i>Mary Kay Clinical Solutions™</i> Retinol 0.5 near your face. Pose with a big smile, and snap a selfie.	<p>It’s the end of week one of my 8 Weeks to Amazing retinization journey with #MKClinicalSolutions. I applied a pea-sized amount of Retinol 0.5 diluted with Calm + Restore Facial Milk once this week.</p> <p><i>(How does your skin feel after week one? Describe the texture of each product. Who would you recommend try this product?)</i></p> <p>One week down and seven to go!</p>

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Week 2	Place your current evening skin care routine on a flat surface or countertop. Include the <i>Mary Kay Clinical Solutions™ Retinol 0.5 Set</i> in your photo.	<p>Two weeks down and six to go on my 8 Weeks to Amazing retinization journey with #MKClinicalSolutions. Here's a look at my evening skin care routine when I use Retinol 0.5.</p> <p><i>(Tell us which products you use and the order of application you use.)</i></p> <p>During the retinization process, Mary Kay recommends avoiding exfoliating products, acne products and products with a high concentration of vitamin C.</p> <p><i>(Have you changed your nighttime routine or has it stayed the same? Have you added SPF to your routine?)</i></p> <p>Remember, retinol does not replace the need for a comprehensive skin care routine!</p>
Week 3	Place a pea-sized amount of <i>Mary Kay Clinical Solutions™ Retinol 0.5</i> on your pointer finger. Hold the finger near your face. Pose and take a selfie.	<p>I'm moving on to week three of my 8 Weeks to Amazing retinization journey with #MKClinicalSolutions. This week, I am changing my routine just a bit. Instead of diluting Retinol 0.5 with Calm + Restore Facial Milk, now I will start applying the retinol followed by the facial milk. It's a small change, but it's getting me one step closer to amazing skin!</p> <p><i>(How does your skin look and feel? Have you noticed any changes in your skin so far? Have you noticed any skin irritation?)</i></p> <p>One thing keeping irritation at bay is the Mary Kay Clinical Solutions™ Calm + Restore Facial Milk. It features coconut, jojoba seed and olive oils that can help nourish and soothe the skin.</p>

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Week 4	Pose for a selfie in the same style and position as your week 0 photo. If you see a noticeable difference in your skin, consider posting a side-by-side collage or a carousel.	<p>Oh, we're half way there! I'm finishing week four on my 8 Weeks to Amazing retinization journey using #MKClinicalSolutions.</p> <p><i>(What results are you seeing? How does your skin feel? Do you have any tips for those starting their own retinization journey?)</i></p> <p>In an eight-week independent clinical study, results showed skin smoothness improved by over 100% and skin radiance increased by over 400%. I cannot wait to see my own results!</p>
Week 5	Hold up two fingers near your face, like a peace sign. Pose and take a selfie.	<p>Week five, here I come! I'm on the 8 Weeks to Amazing retinization journey with #MKClinicalSolutions. This week, I'm increasing my usage of Retinol 0.5 to two times per week, and I'll use Calm + Restore Facial Milk as needed.</p> <p><i>(Will you continue to use the Calm + Restore Facial Milk? Have you changed your skin care routine at all throughout this journey?)</i></p> <p>Did you know that retinol can help you regain collagen that your skin naturally loses each year? I'm learning so much through this journey, and I hope you are too!</p>

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Week 6	<p>Place your <i>Mary Kay Clinical Solutions™ Retinol 0.5</i> and <i>Mary Kay Clinical Solutions™ Calm + Restore Facial Milk</i> on a smooth background. You could use a countertop, a piece of fabric or even wrapping paper to create an interesting backdrop. Take a photo of the products from above.</p>	<p>It is week six of my 8 Weeks to Amazing retinization journey with #MKClinicalSolutions.</p> <p><i>(How does your skin feel after increasing Retinol 0.5 usage to two times per week? Have you noticed any changes in your skin's texture or overall appearance?)</i></p> <p>In an eight-week independent clinical study of Mary Kay Clinical Solutions™ Retinol 0.5, 100% of women experienced improvement in skin smoothness and skin radiance! I cannot wait to reach the eight-week mark and show you all my results!</p>
Week 7	<p>Consider filming a short video to talk about your retinization journey so far. You can talk about how your skin has changed, the results you've seen and how you will incorporate retinol into your routine once the eight-week journey is over.</p> <p>If you do not feel comfortable filming a short video, snap a selfie instead.</p>	<p>Seven weeks down, only one to go! My 8 Weeks to Amazing retinization journey using #MKClinicalSolutions is almost over. This week, I can increase my usage of Retinol 0.5 to three to five times per week.</p> <p><i>(How many times per week will you increase your usage to? What changes have you seen in your skin after increasing your retinol usage? Are you still using Calm + Restore Facial Milk, and if so, how often?)</i></p> <p>I cannot wait to share my official before-and-after photos next week. Thank you for following along on this fun journey with me!</p>

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<p>Week 8</p>	<p>Pose for your “after” photo following the photo tips listed at the top. Ensure that you have the same lighting and facial expression as your “before” photo. Upload a side-by-side collage or a carousel of photos to show off your transformation.</p>	<p>My 8 Weeks to Amazing retinization journey with #MKClinicalSolutions is finally over! And will you look at those results!</p> <p><i>(What results do you see? How has your skin changed over the last eight weeks? Have you seen improvement in your skin’s radiance, firmness, wrinkles or skin tone? Will you continue using Retinol 0.5 after this journey?)</i></p> <p>I love seeing my #MKBeforeAndAfter results. If you have any questions about my retinization journey, please leave a comment!</p>