

**STEP 1: LEARN IT!**

Explore new products and helpful tips.

- Get acquainted with the exciting products on the Quarter At-a-Glance flier.
- Check out the June issue of Applause® magazine for education, motivation and celebration.
- Learn about product benefits with this quarter’s product fliers on Mary Kay InTouch® > Products > Product Central.
- Watch the Beauty Extras videos for the limited-edition® Lash Love Fanorama™ Mascara and limited-edition® Mary Kay® Intuitive pH Lip Balm.
- Be in the know. Check the product fact sheet on White Tea & Citrus Satin Body® Whipped Shea Crème.
- Watch the Beauty Extras video for the limited-edition® Mary Kay At Play® Color Correcting Stick.
STEP 2: SELL IT!
WHAT’S YOUR USP (UNIQUE SELLING PERSONALITY)? These resources can help you strengthen your USP and selling power.

Everyone loves a gift with purchase! Offer customers the FREE* limited-edition* Mary Kay® Masking Towel with purchase of a Clear Proof® Deep-Cleansing Charcoal Mask! Spread the word!

Share the TimeWise Repair® Volu-Firm® Advanced Lifting Serum flier with your customers to show them why this serum is a skin care must-have!

Share the limited-edition* Mary Kay® Intuitive pH Lip Balm flier with your customers to show them how they can help change lives when they purchase this phenomenal pH-reactive lip balm!

Complete the Skin Care Confident Program! What do you stand to gain? More confidence to sell Mary Kay® skin care products and earn loyal customers, and more potential sales!

*Available from participating Independent Beauty Consultants only and while supplies last
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STEP 3: GO FOR IT!
Share this quarter’s pink-powered products with your customers.

Send an MKeCard® or a Beaute-vite®.

Send The Look eCatalog to your customers, and keep them in the know about all things beauty.

Check out Mary Kay® best-sellers in the May edition of The Look eCatalog and in the June issue of Applause® magazine. Then, share these best-sellers with your customers.

Get social. Use Digital Assets to post on social media.

Download the Summer 2020 Social Media Playbooks when they are available.

Visit the Skin Care for All hub under Mary Kay InTouch® > Products > Product Central for skin care resources that you can use to show your customers that you’re a skin care pro in the know!

Remind your customers! In the United States, from April 26 through Aug. 15, 2020, $1 will be donated from each sale of limited-edition Mary Kay® Intuitive pH Lip Balm.

*Available while supplies last